

The American BAKER

PUBLISHED FOR THE BAKERS OF AMERICA





The first bite tells her

... whether she bought the right brand of crackers

The first bite tells you whether you bought the right brand of flour.

Let your International representative show you what a difference your choice of flour can make.







DUCHESS

Boston Office:

SEABOARD ALLIED MILLING

Chicago Office:

KELLY FLOUR COMPANY

35,000 CWTS. DAILY CAPACITY 15,000,000 BU. STORAGE

Mills at-

KANSAS CITY, MISSOURI, ATCHISON, MCPHERSON AND TOPEKA, KANSAS

Jun

Every baker wants uniform flour...



TEMPERATURE controlled roll setting helps keep the milling process uniform at Atkinson. ATKINSON MILLING CO. Old-fashioned hand testing years ago gave way to dial reading. Result, precise adjustment that spells accurate milling and uniform flour.

Don't take less than you can get from MINNEAPOLIS





Ohe American BAKER



June 1960

*

ARBA—The accent was on new ways to meet growing competition at the Associated Retail Bakers of America annual convention in Mil-

Page 5

WHEAT FESTIVAL — Bakers were guests of wheat growers, along with millers, for the 1960 Kansas Wheat Festival at Dodge City. One of the principal speakers was Steve Vesecky, Campbell-Taggart Associated Bakeries, Dallas, Texas

Pages 6 and 7

"WHY WE ADVERTISE"—An address by Alex Weber, vice president and general manager of Caravan Products Co., Inc., presented before the National Bakery Suppliers Assn. in Milwaukee

Page 14

A BUSY BUSINESS—There is a bakery operation in Sparks, Nev., which—though small—performs a unique, specialized type of service for a multi-million-dollar gambling establishment

Page 16

A BRIGHTER FUTURE—An outline of the position which the allied tradesmen can perform in building the future of the baking industry; an address by W. A. Lohman, Jr., before the spring meeting of the New England Bakers Assn.

Page 20

WORTH LOOKING INTO—A vast array of new products, ideas and developments is being made available to the baking industry all the time; a handy coupon is easily detached for obtaining additional information

Page 21

FTC REPORT—The Federal Trade Commission has released the first phase of its report on economic concentration in retail food sales. (Editorial comment on page 4)

Page 34



REGULAR FEATURES

CO.

Editorials	4
Do You Know?	10
Trade Pulse	17
The Baker's Doorbell	18
Convention Calendar	42
Bakeshop Troubleshooter	46
Formulas for Profit	48



Louis E. Caster

Louis E. Caster, Baking Industry Leader, Dies

CHICAGO — Louis E. Caster, a prominent member of the baking industry and its educational and service organizations for nearly 35 years, died at his home in Rockford, Ill., recently. Mr. Caster was 63 at the time of his death and had been chairman of the American Bakers Assn. board of governors since last October. He was one of the industry's most well known figures, principally for his service with the American Institute of Baking for more than three decades.

Mr. Caster was a member of the board of directors of Campbell-Taggart Associated Bakeries, Dallas, Texas, and was chairman of the Rockford Colonial Bakery, Rockford, Ill.; Rainbo Bread Co., Aurora, Ill.; the Rainbo Baking Co., Joliet, Ill., and on the board of the Peoria Colonial Baking Co., Peoria, Ill.

He entered the baking industry in 1920 in Rockford, purchasing the U.S. (Turn to CASTER, page 47)

Baking Firms Reply to FTC Complaints Of Discriminatory Trade Practices; Formal Answers Will Be Submitted

WASHINGTON — Three major baking companies charged by the Federal Trade Commission with irregularities in acquisition of other firms or the granting of discriminatory discounts to customers have issued formal denials of the FTC charges.

Denials of the complaints have been made by company executives of Continental Baking Co., Rye, N.Y.; United Biscuit Co. of Melrose Park, Ill., and Southern Bakeries Co., Atlanta, Ga. Continental was charged by FTC with certain acquisitions made since 1952 and specific alleged practices. United Biscuit and Southern Bakeries both were cited for granting discriminatory discounts, while United Biscuit was further charged with granting promotional allowances to favored customers.

The FTC complaints, all made within a matter of a few days, followed the warning by the regulatory government agency several weeks ago that the baking industry is numbered among those industries being given "a closer look" in FTC's stepped up efforts to clamp down on undesirable merchandising practices by food firms

Through its chairman, Earl W. Kintner, FTC advised specific industry bodies and the Senate Judiciary Committee that, in point of fact, it has had 16 investigations in progress involving the baking industry.

Continental's Reply

R. Newton Laughlin, president of Continental Baking Co., has issued a vigorous denial of the FTC charges to the effect that his firm "has every intention of defending all of its acquisitions."

Mr. Laughlin said, "Each purchase was carefully considered at the time by company attorneys in the light of FTC requirements, and full information on each was made available to the commission. There is no hint of any monopolistic intent or effect in

any purchase. Indeed, there is no possibility of Continental or any other baking company controlling more than a fraction of the \$6 billion-a-year baking business.

"The further charges that Continental engaged in unlawful sales practices are completely without foundation and will be disproved. Full and detailed answers to all charges will

detailed answers to all charges will be forthcoming."

United Biscuit has denied FTC charges of granting discriminatory discounts and promotional allowances to favored customers. United admits that one of its divisions, Sawyer Biscuit Co., has based discounts to retail grocer customers on the sliding-scale volume schedules listed in the FTC's complaint (currently ranging from nothing for purchases under \$25 to 6% for those of \$150 and above).

Although conceding that discounts to multi-store Sawyer customers are calculated on total purchases of all outlets, United asserts it is "without knowledge" concerning FTC's charge that many of these individual outlets thus receive a larger discount than they would receive otherwise.

United denies that Sawyer did not make its advertising and sales promotion allowances available on proportionally equal terms to all competing customers, as is required by Sec. 2(d) of the Robinson-Patman Amendment to the Clayton Act.

Denials that discriminatory discounts have been granted to favored customers came immediately after FTC complained that Southern Bakeries conducted such practices.

FTC issued a complaint charging that the company violated the anti-trust law by giving discounts up to 10% to some customers.

"Southern Bakeries Co. vigorously and promptly denies the allegations," said Ogden Geilfuss, president.

said Ogden Geilfuss, president.

FTC's complaint alleges certain food - serving customers, including large interstate restaurant chains, receive discounts ranging up to more than 10%, and certain food-retailer customers, including large interstate food chains, are given discounts ranging up to 8%.

At the same time, the complaint (Turn to FTC COMPLAINT, page 47)

Illinois Baker Wins Victor Zimmerman Award; Other Scholarships Given

ST. LOUIS, MO. — Dominic C. Giacoletto, baker and cake decorator for Mrs. Seibold's Bake Shop, Granite City, Ill., received the 1960 Victor Zimmerman Memorial Scholarship.

Additional awards of two complete correspondence courses in baking—offered for the first time th's year—were made to John B. Wilkinson, Noll Baking Co., Alton, Ill., and Eldred Leo Moyers, Straub's Bakery, Ciayton, Mo.

The presentations were made at a special luncheon at the Chase Hotel in St. Louis. The scholarship, which is given annually in memory of the founder of the Cahokia Flour Co., will provide Mr. Giacoletto with \$1,000 to pay his tuition and expenses for a course of study in a professional baking school. He will be given his choice of the American Institute of Baking, Chicago, or the William Hood Dunwoody Industrial Institute in Minneapolis. The two other prizes are comprehensive, 50-lesson correspondence courses in

baking from the Siebel Institute of Technology, upon completion of which a certificate of graduation is awarded.

The presentations were made by J. A. Zimmerman, president of Cahokia Flour Co. Executives of the flour company, the scholarship judges, members of the winners' families and their supervisors at the bakeries attended the luncheon.

Mr. Giacoletto was also given a bronze plaque reading: "In anticipation of an outstanding career in the field of baking, this scholarship is presented with the sincere hope that it will contribute to his individual development and to progress in the baking industry."

A number of young men from the Greater St. Louis area applied for the scholarship and other awards, all of whom were interviewed before the final selections were made.

Judges for the 1960 award were: Sam Sandefur, president, Greater St. (Turn to SCHOLARSHIP, page 47)

Continental Baking Purchases Honolulu Biscuit, Bread Firm

HONOLULU—The Continental Baking Co., Rye, N.Y., has announced acquisition of Love's Biscuit & Bread Co., Ltd., 109-year-old bakery here, in exchange for an unspecified number of shares of Continental stock. The transaction was approved by stockholders of the local firm May 5.

All of Love's assets have been transferred to a new, wholly-owned subsidiary of Continental, which retains the original corporate name. R. Newton Laughlin, president of Continental, becomes board chairman of the new company, with Alva E. Steadman, former president of Love's, continuing as president of the subsidiary.

Operations were not interrupted and all officers and employees of Love's remain in their present positions.

Tur

The American Baker



Published Monthly for the Bakers of America

GEORGE E. SWARBRECK Editor

EDITORIAL STAFF—Kenneth Wakershauser, News Editor; John Cipperly, Washington Correspondent; A. J. Vander Voort, Technical Editor; James S. Barden, Research Director; George J. Emrich, Contributing Editor.

ADVERTISING STAFF—Wilfred E. Lingren, Advertising Director; George W. Potts, Advertising Sales Manager; Carl R. Vetter, Advertising Department Manager; Bruce A. Kirkpatrick, Advertising Production Manager; Jerome C. Whiting, Assistant Advertising Production Manager; R. Dale Swenson, Promotion Manager.

BUSINESS STAFF—Milton B. Kihlstrum, President and Treasurer; Wilfred E. Lingren, Executive Vice President; Don E. Rogers, Vice President; Paul L. Dittemore, Vice President; Donald Neth, Secretary; Harry M. Dunn, Jr., Circulation Fulfillment Manager; James G. Pattridge, Assistant Treasurer; Richard Ostlund, Office Manager; Walter O. Buchkosky, Production Superintendent.

ADVERTISING REPRESENTATIVES

EASTERN STATES—Paul L. Dittemore, Manager; James W. Miller and Archy S. Booker, Jr., Advertising Sales Representatives; Room 1101, 52 Vanderbilt Ave., New York 17, N.Y. (Tel. Oregon 9-2490).

CENTRAL STATES — Don E. Rogers, Manager; Robert M. Harrison and Amos W. Standish, Advertising Sales Representatives; 2832 Board of Trade Bldg., 141 W. Jackson Blvd., Chicago 4, Ill. (Tel. Harrison 7-0515).

SOUTHWEST—Martin E. Newell, Manager; Thomas E. Letch, Assistant Manager; 612 Board of Trade Bldg., Kansas City 5, Mo. (Tel. Victor 2-1350).

WASHINGTON CORRESPONDENT — John Cipperly, 604 Hibbs Bldg., Washington, D.C. (Tel. Republic 7-8534).

EXECUTIVE AND EDITORIAL OF-FICES — 2501 Wayzata Blvd., Minneapolis, Minn. Tel. Franklin 4-5200. Bell System Teletype Service at Minneapolis (MP 179), Kansas City (KC 295), Chicago (CG 340), New York (NY 1-2452), Washington, D.C. (WA 82).

SUBSCRIPTION RATES—One year \$2, two years \$3, in U.S.A. or U.S. possessions, Canada and Pan-America. Add \$1.50 a year for postage to other countries. Single copy 25c. Second-class postage paid at Minneapolis, Minn.

Published by
THE MILLER PUBLISHING CO.
2501 Wayzata Blvd., Minneapolis, Minn.
(Address Mall to P. O. Box 67, Minneapolis 40, Minn.)



Associated Publications—THE NORTHWESTERN MILLER, FEEDSTUFFS, CROPLIFE, MILLING PRODUCTION, FARM STORE MERCHANDISING, FEEDLOT, PROFESSIONAL NURSING HOME



Supermarkets and the Baked Foods' Business

THERE ARE SOME COLD, hard, perhaps unpalatable, statistical facts for the smaller segments of the baking industry in the recently published Federal Trade Commission report on "the economic concentration and integration in the retail sale of food." That's officialese for "the supermarkets are getting bigger and bigger and taking more and more of the business."

The report is analyzed in detail beginning on page 34.

According to the report, corporate chains—11 or more stores—increased their share of total food sales in 15 selected metropolitan areas from 29% in 1948 to 44% in 1958. Retailer-owned cooperative member stores increased their share from 8% to 19%. Unaffiliated retailers, meanwhile, dropped from 58% to 25%.

"In short," the report says, "food retailing has been in the process of transformation from a family business to a large-volume operation which can be properly called big business."

The grocery chains are taking an increasing share of the consumer food dollar. From 1948 through 1958, the chains increased sales by 118% compared with a gain of 72% for all retail food stores. During the same period, the chains increased their share of total national food sales from 29% to 38%.

In reporting this evolution, FTC is merely confirming what is already well known in baking circles—that in the past 10 years supermarket sales of baked foods have been on the upsurge.

Not only that, the chain stores have stepped up their food manufacturing operations in the past several years, the report shows. Sixty three chains reported such activity for 1958 compared with 52 in 1954. The number of manufacturing establishments operated by these chains was 299 in 1944 and 340 in 1958. Bread—and baked foods generally—coffee, dairy products, meat, and canned and frozen foods are the principal items of chain manufacture, comprising about 90% of the total.

In terms of dollar shipments, baked foods represent the largest field of manufacturing by the chains, and they also show the largest rate of growth. Interest in this area is still expanding and 19 of the 20 largest chains manufacture bread and baked foods.

Between the years 1954 and 1958, the value of bakery food production increased from \$282 million to nearly \$365 million.

The report makes this comment: "While thousands of small food stores have disappeared, many still operate successfully by offering services and convenience of location. Competition for the major share of the consumer food dollar, however, has increasingly come to mean rivalry among supermarkets."

That statement is applied to grocery stores generally; it can be applied with equal truth to the baking industry particularly. There are many thousands of small independent retail bakers operating successfully throughout the country and it will be many years before the supermarkets could gain all-out supremacy. Indeed, from the tenor of the FTC report, it is certain that a chain monopoly will never be allowed to grow.

What is the purpose behind the FTC inquiry?

With the issue of this report, the commission has completed the first phase of its "Economic Inquiry into Food Marketing." The investigation was launched in October, 1958, after FTC had received complaints concerning the development in recent years of concentration of power and alleged unfair methods of competition in the food industry. The commission published a 30-page interim report of its study in June, 1959, and the report now released—332 pages—expands the materials which appeared in the earlier publication.

Dr. Simon N. Whitney, director of FTC's economic bureau, points out that the present report is purely statistical in content. He said it draws no deductions as to the causes, impact or consequences of current trends in the food industry. Neither does it explore whether violations of law were involved, or whether any particular public policies or actions are required to cope with these trends.

FTC chairman Earl W. Kintner says the commission in the next phase of its study will investigate purchasing patterns of chains and wholesalers and their relationship with suppliers. He adds that "where adverse economic impact, unfair or illegal trade practices, unwarranted discrimination, or other evidence of abuse of free competition are discovered, remedial steps will be recommended."

The independent bakers undoubtedly will be caught up in the ebb and flow of any FTC activity in this field of inquiry. But the situation is such that no matter what transpires competition will continue to be tough, with super-quality the answer to the supermarket.

Announcement:

The American Baker To Cease Publication

Milton B. Kihlstrum, president of The Miller Publishing Co., publisher of The American Baker, announces that The Baker will cease publication effective with this issue. No further copies will be mailed to subscribers and the business department will communicate with those readers who have a balance to their credit in the subscription account.

This step, Mr. Kihlstrum explains, is in line with plans the company has made for the expansion of its activities in other publishing areas, chiefly that connected with the company's 87-year-old publication, The Northwestern Miller. The company also publishes Feedstuffs, Farm Store Merchandising. Croplife, Feedlot and Professional Nursing Home.

The company's interest in the commercial baking field will be continued through The Miller which has been redesigned under the direction of George E. Swarbreck, editor. The new Miller, besides covering the bread grain trade and the flour milling industry, in both its technological and merchandising areas, will pay particular attention to the information needs of the major baking firms which buy flour and other supplies in large amounts, and will thus serve the joint interests of the suppliers of goods and their chief customers.

Dr Di He

A. R

tal

strice 24 in been direct sity Dr of the ment Be Flori many direct Count the A tor o stitut

Long ganiz ery E In first sorsh State South ers' opera

dustr

Dr. gradu Gran and his P the U He Rums an ad and e

Ray Rap MIN

the be Wax (of A) Mr. P sibilit vice p Realty of Ap the be sota I and F The

was mident,

nt

rv.

als

co-

ry.

olic

om-

sti-

He

fair

nin-

vity

uch

will

iller

ican

ease

ther

with

heir

the

the

The

pub-

sing. rsing

rcial The the

The grain

will

ation

the



Dr. L. A. Rumsey Dies Following Heart Attack

WINSTON-SALEM, N.C. — Dr. L. A. Rumsey died May 25 in the hospital at Winston-Salem, after being stricken with a heart attack on May 24 in Hickory, N.C., where he had been living since his retirement as director of the Florida State University a year ago.

Dr. Rumsey was the first director of the baking science and manage-ment department at Florida State.

Before assuming his duties at Florida State in 1951 he had served in many important positions including director of campaigns for the Wheat Council of the U.S., as secretary of the American Bakers Assn., as director of research for the American Institute of Baking, and as head of industrial marketing for the W. E. Long Co. He was one of the organizers of American Society of Bakery Engineers.

In 1956 he was the recipient of the

first "Distinguished Service Professorship" ever conferred at Florida State. This was provided by the Southern Bakers Assn. and the Bakers' University Fund, Inc., in cooperation with Florida State.

Dr. Rumsey was a native of Ohio.

Dr. Rumsey was a native of Ohio. raduating from Dennison University. Granville, Ohio, with degrees of B.S. and M.S. in chemistry. He received his Ph.D. in cereal technology from the University of Minnesota in 1922.

He is survived by a son, Jon Dee Rumsey of Rumsey & Associates, Inc., an advertising firm in Albion, Mich., and eight grandchildren.

Raymond Plank Named Rap-In-Wax Director

MINNEAPOLIS—Newly named to the board of directors of the Rap-In-Wax Co. is Raymond Plank, president of Apache Oil Corp., Minneapolis. Mr. Plank, in addition to his responsibilities with Apache Oil, is also a vice president and director of Apache Realty Corp., president and director of Apache Fund, Inc., and serves on the board of directors of the Minnesota Fund, the North Central Co., and Employee Communications, Inc.

The announcement of Mr. Plank's election to the Rap-In-Wax board was made by John J. Ahern, Jr., president, and P. M. Grieve, executive vice president, of Rap-In-Wax.

Allied Men Attend Milwaukee Luncheon

MILWAUKEE—Allied representa-MILWAUKEE—Allied representatives serving the baking industry "had their day" at the Associated Retail Bakers of America annual convention in Milwaukee. The Allied Trades of the Baking Industry, joining with the Wisconsin Flour and Bakers Allied Trades, attended a luncheon May 24.

The program included welcoming remarks by Lewis J. Johnson, Red Star Yeast & Products Co.; Philip W. Orth, Jr., Ph. Orth Co.; Miles Decker, J. M. Decker Co., Inc., and a tribute to the late Louis E. Caster, a leading figure in the industry until his recent demise.

Standard Brands **Announces Highest Quarterly Income**

NEW YORK—At the annual meet-ing of stockholders held recently, Joel S. Mitchell, president, stated that the favorable trend of Standard Brands. Inc., sales and earnings is expected to continue in 1960. Mr. Mitchell added that during 1959 advertising and promotional expenditures were a an all-time high, that record capital expenditures have resulted in in-creased production efficiency, and that the company's broadened research program continues to emphasize the development of new and improved products and processes.

Net income for the first quarter of 1960 was \$4,364,368, the highest for

any first quarter in the history of the company, and was equivalent to 64¢ share compared with 58¢ share for the same period last year. Net sales of \$135,265,868, the highest quarterly sales ever reported, were up 2½% from \$131,935,752 first-quarter sales

For the year 1959 consolidated net sales were a record \$521,758,239 compared with \$519,747,132 in 1958. Net income increased 8% to \$15,862,100, equivalent to \$2.30 share, compared with \$2.13 share in 1958 (adjusted for the 2-for-1 split on the common stock in October, 1959).



ELECTION-Following the annual meeting of the stockholders of Standard Brands, Inc., it was announced that the board of directors elected Joel S. Mitchell, president of the company for the past 13 years, to the new position of chairman of the board and chief executive officer. Henry Weigl, formerly executive vice president, was elected president of the corporation. Albert A. Ricker, formerly first vice president, was elected executive vice president.

Keen Interest in 'New Ways' to Meet Growing Competition of Larger Firms Evident at Annual ARBA Convention

MILWAUKEE — The metropolis of beer and The Braves proved itself a genial, generous host as it entertained the 1960 annual convention of the Associated Retail Bakers of America in late May. Hundreds of retailers, multiple unit operators, their families and suppliers found the community of "Gemutlichkeit" ready and eager to supply their every need in the area of accommodations, entertainment and convention facilities.

ARBA itself, in its master program, gave certain evidence that its con-vention planners used foresight to schedule speakers, panels and demonstrations around the single theme of "keeping up with the competition,"
—particularly with the "super stores" which are demanding more attention —and which apparently held the rapt attention of those in attendance at the Milwaukee gathering.

Speakers, retailers and ARBA officers gave strong evidence—from the opening remarks by officers the initial day — through succeeding panel discussions on products, demonstra-tions by allied firms, and "hallway" conversations that they can meet the challenge of the larger, corporate firms. Special retailer speakers elaborated the origin, make-up details and promotional procedures for a wealth of special products, all with sales appeal sufficient to retain the baker's market as an artisan and high-grade specialist.

As one example: Several baker-craftsmen who have seen the development and acceptance of special-ized products in their communities backgrounded these baked foods. Einar Damhold, Lincoln Bakery, Ra-cine, outlined the history of the kringle—and how community acceptance has made its sales soar.

For another, James A. Paterson, Hovander's Bakery, Hopkins, Minn., explained how an entire community

festival has been built around a tasty Bohemian filled bun, the kolachi hauling up bakery sales along with it.

Also, Joseph Vann, Vann's Pastry Shop, Milwaukee, elaborated on a special type of cheese cake—made one day and sold the next—which has been a top sales item.

Another, Matt Schrode, Schrode's Bakery, Milwaukee, explained his firm has specialized in tiny dinner rolls. Each, in his way, demonstrated at ARBA the manner in which the retail baker, by exercising his special

ARBA ELECTS ITS **NEW OFFICERS**

MILWAUKEE-Gordon Nash, the Priscilla Bakery, St. Bernard, Ohio, elected president of the Associated Retail Bakers of America at its annual convention in Milwaukee. He succeeds L. Carroll Cole, Cole Bak-eries, Inc., Muskegon, Mich. Hugo Bomberg, Bomberg's Better Bakeries, West Allis, Wis., was elected first vice president; Jack Neldam, Neldam's Danish Bakery, Oakland, Cal., second vice president; E. W. Ohlin, Ohlin's Bakery, Belmont, Mass., third vice president, and R. F. Dunkelberger, Bergman's Bakery, Millvale, Pa., treasurer. George Chussler is executive vice president and Trudy Schurr continues as secretary.

talents, can build a profitable line of products, and there were others, giving ARBA members a boost with such products as stollen, marzipan-mould-ed images, Vienna salt rye bread, petits fours, torten, strudel, even candy as a crowd puller.

Panel Discussion

The women of ARBA took over one panel discussion, demonstrating good selling and merchandising methods; the manner in which ARBA's top promotion, its annual "Little Miss Muf-fin" contest, should be handled; op-erating a bakery in a shopping center, and that perennial headache, hiring good help.

Taking over the panel discussion from the women, the men of ARBA, led by George Chussler, executive vice president of ARBA, looked at the production, merchandising and marketing factors—trends, if you will—bearing most closely on the retail baker at the present time.

As expected, there was high interest in the relationship of the retailer to the supermarkets. The leadoff speaker was Thomas Freer, Super Valu Stores, Inc., Hopkins, Minn. Mr. Freer admitted that supermarket management "took a long time" to recognize the value of its baked foods department, but that improvements are now being made. This, with the market operator's "know how" for promotion, has resulted in instances where supermarket bakeries have moved ahead of the retail bakers.

Other speakers were George Izumi, Grace Pastry Shop, Los Angeles; Robert Woods, the Quaker Oats Co., and Gordon Nash, Priscilla Bakery, St,

(Turn to ARBA MEETING, page 47)

Jun

Ba

whe

Exan

Kansas Festival of Wheat—1960

By MARTIN E. NEWELL and THOMAS E. LETCH The American Baker Staff

DODGE CITY, KANSAS-A major step in the continuing upsurge in protein wheat production in Kansas was marked this year by a huge grower attendance at a Kansas Wheat Festival at Dodge City May 25 and 26, sponsored by the Kansas Wheat Improvement Assn. More than 6,500 growers and many millers, bakers and associated business men were present at the twoday meeting which stressed again their common interest in the goal of better wheat quality for the

As Charles Pence, president of the association, said in opening the festival program, "An excellent job has been done in Kansas for quality wheat, but there is some way yet to go to reach the goal of 60% strong gluten and 40% medium gluten wheat in the state's planted acreage."

The Dodge City program marked the second time in wheat improve-ment association history that an effort was made to attract a big crowd of wheat producers to the meeting; attendance exceeded expectations. The presence of a large group of millers and bakers served to impress on farmers the intense interest of these processing industries in the these processing industries in the development of wheat quality that will meet present day food needs. To emphasize this interest, several speakers were chosen to express to the thousands of growers at the festival their views of the importance of this quality goal.

E. E. Kelley, Jr., Lakeland, Fla., president of the American Bakers Assn., together with Fred F. Pfizen-mayer, Continental Baking Co., Rye, N.Y., and Steve Vesecky, Campbell-Taggart Associated Bakeries, Dallas, Taggart Associated Bakeries, Dallas, spoke for the baking industry. Ellis English, Commander Larabee Milling Co., Minneapolis, president of the Millers National Federation, addressed the group on behalf of the flour milling industry. James Dean, general manager of the Farmers Commission Co., Hutchinson, spoke on the importance of wheat improvement on the importance of wheat improvement to the producer.

Bakers Grateful

Mr. Kelley said the baking industry is grateful that Kansas farmers have shifted to the production of a greater percentage of high protein wheat needed by bread producers today. He cited census figures to show that bakers, in turn, are selling more bread and rolls to the American housewife. Between 1954 and 1958, there was a gain of 13.7% in hakery output, as revealed in the federal census of manufactures, while population increased only 7% during that same period. Thus, bakers are making a market for more good wheat and provide for 75% of the nation's wheat use, Mr. Kelley emphasized.

A substantial part of this total, Mr. Kelley said, is purchased by Mr. Pfizenmayer and Mr. Vesecky, his associates on the speaking platform, whom he estimated accounted for a combined total of 18 million hundredweights of flour, the equivalent

of about 42 million bushels of wheat.

In his talk, Mr. Pfizenmayer said, "There is little room in today's baking industry—with its large scale production on automatic equipment—for lack of uniformity in flour. And a uniformly high quality flour can only be made from that same type of

"The baking industry has a large stake in the wheat industry, using 400 million bushels of wheat annually," he said. "I urge your conhe said. "I urge your continued cooperation in the produc-tion of the types of wheat that are best adapted for use in industry

Mr. Pfizenmayer called attention to the fact that 30 years ago there were no organizations such as the Kansas Wheat Improvement Assn. to coordinate activities of the producers, millers and bakers. "We can be thankful the association started when it did . . . it has made a real con-tribution to our industry through better communication, a better understanding of the other fellow's problems and a constructive approach toward their solution."

Demand for Volume

"The work of the Kansas Wheat Improvement Assn. is never ending," Mr Pfizenmayer continued. "The demand for greater volume of good milling wheat has still not been satisfied. Neither has the demand for changes in flour requirements been satisfied. The miller is constantly engaged in a search for the proper types of wheat needed for produc-ing the types of flour we bakers are demanding."

Mr. Vesecky outlined a combined wheat promotion program for the producers and the breadstuffs industries in conjunction with educalaborational institutions, federal labo tories and industry organizations.

Such a program, Mr. Vesecky said, should be supported by producers, grain handlers, millers and bakers, and should be aimed at taking full advantage of all the effort and money now being expended, and more if necessary.

"What can we do to protect and increase our markets in the way of an over-all combined program?" Mr. Vesecky asked. In answering the question he made these points:

First: Continue to improve wheat variety research programs Wheat Quality Advisory Council to include all major wheat producing

Second: Expand the milling and feed technology school at Kansas State University into an over-all cereal school to attract enough students from across the country to provide college graduates for all the cereal industries.

Third: Expand and coordinate fundamental research on wheat and ce-real products through industry research facilities, universities, federal laboratories and research foundations. To reap maximum benefits from such a program, Mr. Vesecky suggested that a "hard-boiled" organization be set up to decide projects which need the most attention, and to check on progress of this research. It would be made up of representa-tives from the various state universities and federal laboratories, the baking and milling industries, the American Institute of Baking, the Millers Technical Advisory Committee, research specialists of national reputation, and possibly other organizations.

Mr. Vesecky suggested further that a center for cereal grain research, to act as a "clearing house" for the research being done, be set up at Kansas State. "Kansas State has agreed to implement this idea and spark it into reality, providing the producers and industry want it," he

Fourth: Continue applied research with new vigor, applying all the facts derived from fundamental research to solving problems of improving quality, new products, improved old products, new processes or improved old processes, new uses and new markets.

Fifth: Coordinate the promotional activities of the various state wheat commissions, the Great Plains Wheat Market Development Assn., the Bakers of America program and the millers' Wheat Flour Institute program, remembering that the great-est market for wheat and wheat products is right here at home.

"No industry can afford to re-main on the defensive forever," Mr. Vesecky said, "no matter how good that defense may be. Isn't it about time we stopped being processionary caterpillars going round and round? (The full text of Mr. Vesecky's speech appears on page 40.)

Decade of Progress

Addressing the producers on behalf of the Millers National Federation, Mr. English complimented the growers and everyone connected with wheat improvement work for the

(Turn to page 45)

Stronger Markets Seen as Result Of Key Wheat, Flour Price Factors

DODGE CITY. KANSAS -- Most of the factors which may influence wheat and flour prices in the next year are on the side of stronger markets, it was indicated by speakers who addressed a special miller-baker "brunch" May 26 during the Kansas wheat festival, sponsored by the Kansas Wheat Improvement Assn.

Wheat millfeed prices in the coming year should average about the same as in the year just ending, B. C. McCoy, Ralston Purina Co., Kansas

C.ty, told the group.

George Kublin, vice president, Continental Grain Co., Kansas City, said that wheat storage rate changes for 1960, announced recently by the Commodity Credit Corp., will mean about a 4¢ increase in the net received by the farmer on loan wheat which, in turn, will tend to keep the open market that much higher.

Norman Whitehair, extension grain marketing specialist, Kansas State University, Manhattan, dealing with the intricate complications of proposed new wheat support legislation, pointed out that if this legislation is adopted, it will mean higher support rates and more severe acreage re-strictions for the 1961 crop, a factor which probably would cast its shadow into the current marketing year.

Mr. McCoy reviewed the millfeed market developments of the past year and discussed current thinking among (Turn to page 45)



KANSAS WHEAT FESTIVAL-At the left, Earl F. Cross, Colorado Milling & Elevator Co., Denver, talks over last minute plans for the Kansas Wheat Festival, held May 25 and 26 at Dodge City, with Steve Treacy, also of C. M. & E. Mr. Cross is chairman of the executive committee, Kansas Wheat Improvement Assn., which arranged the event for bakers, wheat growers and millers. In the photo at the right, Richard G. Myers, on the right, and John Dunn, both of Rodney Milling Co., Kansas City, check over the passenger list with the stewardess prior to departure of the group for Kansas City. Nearly 90 passengers were flown to Dodge City and back in two Convairs.

euone

eal aits

nets nd eh. aerhe he itnal

the at has and the he

ing old

mal eat eat the oroeatneat

Mr. good out ary d?"

be-

the

with the

Baker Photographer 'Shoots Up' Dodge City:

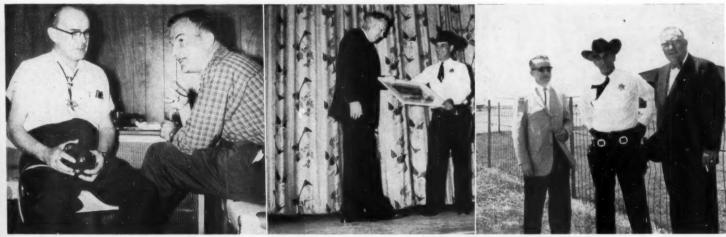
Action ... Camera ... Here's the Kansas Wheat Festival!

(For an on-the-spot address from the Kansas Wheat Festival prepared by Steve Vesecky, Campbell-Taggart Associated Bakeries, please refer to page 40.)



There was time to discuss anything which came to mind at the Kansas Wheat Festival held in Dodge City for representatives of the milling, baking and wheat growing industries. At the extreme left are, left to right, George Kublin, Continental Grain Co., and Francis J. Fitzpatrick, Simonds-Shields-Theis Grain Co., both of Kansas City, and C. B. MacLeod, Hubbard Milling Co.,

Mankato, Minn. Center photo: Ellis D. English, Commander Larabee Milling Co., Minneapolis, and Gilbert Jackson, Gilbert Jackson Co., Inc., Kansas City. At the far right, in the field inspecting wheat, are L. M. Lundgaard, Ismert-Hincke Milling Co. and James Doty, Doty Technical Laboratories, both of Kansas City, and Willis Kelly, William Kelly Milling Co., Hutchinson.



In the picture at the left, seated together are Albert H. Clark, Great A&P Tea Co., Minneapolis, and Philip Von Blon, International Milling Co., Minneapolis. In the center photo, E. E. Kelley, Jr., president of the American Bakers Assn., is presented with an official document by Marshal House, repre-

senting Dodge City law enforcement, making Mr. Kelley an honorary marshal of the city. At the far right, flanking the marshal left and right, are Eugene Lair, National Biscuit Co., New York City, and Harry Jones, Kelly-Erickson Co., Omaha.



Examining a field of wheat are, at the far left, Robert M. Pease, Sr., Colorado Milling & Elevator Co., Denver; the Ford County (Kansas) agricultural extension agent, and Charles Pence, president of the Kansas Wheat Improvement Assn., Manhattan, who made most of the arrangements for the event. Center photo: L. L. Lundgaard, Ismert-Hincke Milling Co., and

Ron Cooper, R. P. Cooper Bakeries, Tallahassee, Fla., stand in front of Dodge City's fabled Long Branch Saloon. At the extreme right are William Ely, the Pillsbury Co., Kansas City; A. J. Sowden, New Era Milling Co., Arkansas City, Kansas; John Vanier, Western Star Mill Co., Salina, Kansas, and Howard M. Feldman, New Era Milling Co.

Flour Distributors Devote National Convention to Examination of Their Role in Changing Business Pattern

By GEORGE W. POTTS

NEW YORK - Speculation regarding the position of the flour distributor in the transition from the "fabulous fifties" to the "sizzling sixties" held the focal point of attention of speakers, panel dis-cussions and sideline conversations at the 41st annual convention of the National Association of Flour Distributors at the Waldorf-Astoria

The annual national meeting assumed a dual character as it coincided with the golden anniversary celebration of the New York Association of Flour Distributors, the host

Stress on the role of the flour dis-tributor in the changing business

NEW YORK-Felicitations of the National Association of Flour Distributors were extended to John F. Townley, one of the few living founder-members of the New York association, whose 62 years of service makes him the dean of the local industry. Mr. Townley started as of-fice boy for the Washburn-Crosby Co. in 1898 and has been associated with Tanner-Evans-Siney Corp. for the past 25 years.

pattern immediately came to the fore in the president's report presented by John Crumbling, Philadelphia, leadoff speaker at the opening session.

Noting changes since the last convention in Atlantic City one year ago, and the experience of the past decade, he noted that "with this information at hand we are better equipped to project a course which should lead us to greater achievements than at any time in history."

He further noted that this should

not be considered wishful thinking, as many other industries also have proclaimed that the 1960's will show

a greater growth than any other 10year period since records have been "I am certain that our industry will move ahead at the same pace," Mr. Crumbling declared.

Looking back on the past decade, he reviewed the changes that have taken place in the industry, indicating that "this is all part of the changing scene of our times, and is consistent with the diversification going on in many old established businesses all over the U.S."

10-Year Review

In a review of the last 10 years, he referred to the so-called "blitz" which proved "neither helpful nor profitable to the distributor or the baker"; the direct selling of packaged, prepared mixes; the introduction of revolutionary methods in flour manufacture producing flours with characteristics different from those ever known before, and the advance of bulk handling of flour.

Mr. Crumbling visualized technological advances as a challenge to the progressive distributors, counselling them to study each new development in order to help the customers get the fullest benefit of each technological advance.

Mr. Crumbling pointed to inability of the industry to interest youth in the flour distributing field as contrasted with other, more dramatic industries such as missiles, chemistry or the automotive field, declaring that if we are not able to induce blood to associate with our industry, then the failure lies with our industry."

In conclusion, he called for continued activity toward strengthening the local flour distributing groups and saw an encouraging note in the increase in total usage of flour. In this connection he declared that "if this trend continues, and I think it will, we should have an expanding market for many years.

on the selling price of the competitor and not upon a cost plus fair return formula. We are building capable, efficient business organizations, but with embarrassing returns for investment and effort. I believe that we flour men are the most underpaid specialists in any line," he declared.

vention of the group in New York.

In another reference to the role of

the flour distributor today, Ernest Brehm, New York, first vice presi-

always had free enterprise and have

it today. But he posed the question as to whether it was the same now as it was in the early 1900's. He declared

In the discourse Mr. Brehm noted

"The evidence of this shortcoming

is the fact that competitors are not aiming toward a workable solution

to sell for a profit but basing their

selling price, regardless of markup.

NAFD TRIBUTE

NEW YORK — Tribute was paid to the late Wayne G. Mar-

paid to the late Wayne G. Mar-tin, Jr., former vice president of the Miller Publishing Co., and eastern manager of The Baker, at the National Associa-

ation of Flour Distributors con-

vention. A resolution adopted

set aside a page in the minutes

of the meeting in his memory.

stressing service to the organ-

ization during his many years

as secretary-treasurer.

that the distributor has not kept pace

with the changes in sales and distrib-

dent of NAFD, stated that we

that it was not the same.

Looking to a solution for this problem, Mr. Brehm said that "perhaps we should take our heads out of the sand of business organization and apply our business minds to legislation necessary for the survival of free enterprise as it affects us as flour dis-tributors and middlemen, for we play an essential and important part in the business world of our present-day society."

"If we would apply a proper balance of effort between business and government, it would be a giant step forward to protect the rights of the individual in a well organized so-ciety," he concluded.

The future of the flour distributor was further aired in a panel discussion centered around the subject "The Past, the Present, and the Road Ahead for the Flour Distributor."

The discussion, which proved one of the highlights of the program, featured Mr. Brehm; Robert Schoed-ler, Chicago; James Affleck, William Penn Flour Co., Philadelphia; George

THE RETIRING CHAIRMAN of the board of the National Association of Flour Distributors, Herbert H. Lang, Coulter & Coulter, Inc., New York

(left), and Jules Zimmerman, Cahokia Flour Co., St. Louis, newly elected

board chairman, were caught in conversation during the recent annual con-

R. Fenster, New York, and Walter J. Stockman, New York.

These panel speakers counselled the distributors to "look to the source of supply and make certain it is a good one," and concentrate on operating on a profit basis rather than strictly a volume basis.

From the standpoint of what is ahead, one panel speaker stated that there appear to be two alternatives: exclusive distributorships for large

ed. They are: John Crumbling, William Penn Flour Co., Philadelphia, president; Ernest Brehm, Otto Brehm Co., Inc., New York, first vice president; William Giltenboth, Pittsburgh Flour Co., second vice president, and Philip W. Orth, Jr., Ph. Orth Co., Milwaukee, secretary-treasurer.

Co., St. Louis, was named chairman of the board of directors, replacing Herbert H. Lang, Coulter & Coulter, Inc., New York. A motion voted at the executive session praised Mr. Lang for his devotion and untiring efforts on behalf of the national group.

vention was the banquet dance and entertainment in the Astor Gallery of the Waldorf-Astoria following the cocktail party and reception in the Jade Room. Approximately 175 attended the gala event.



mills, or independent distributors. All officers of NAFD were reelect-

Jules Zimmermann, Cahokia Flour

Social highlight of the NAFD con-

Distributors Hear Spy Report: This One on Russians

NEW YORK-An item of current front page significance was related by Ansel E. Talbert, executive editor of Flight Safety Publications, New York, at the National Association of Flour Distributors luncheon session here. The former lieutenant colonel of the Army Air Force gave a firsthand report of Russian spy activities dating back to 1953 when he was on a floating island T-3 250 miles on the U.S. side of the North

In his address he told of a Russian observation plane doing a doubleover the unfortified U.S. station at an elevation of less than 300 ft., obviously for photographic pur-

Pictures of the incident, he reported, have been called for by the United Nations in connection with the recent U-2 incident.

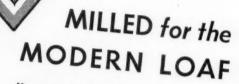
"Nothing was done by U-2 under international law that was not done by the Soviet Union earlier," Col. Talbert observed in his timely, informative address.



OFFICERS of the National Association of Flour Distributors were reelected for another term at the recent annual convention of the group at the Waldorf-Astoria Hotel, New York. Pictured left to right are: Ernest Brehm, Otto Brehm Co., Inc., New York, first vice president; John Crumbling, William Penn Fleur Co., Philadelphia, president, and William Giltenboth, Pittsburgh Flour Co., Pittsburgh, second vice president. Philip W. Orth, Jr., Ph. Orth Co., Milwaukee, secretary-treasurer, was unable to attend the convention because the Associated Retail Bakers of America was convening at Milwaukee at the same time.



KANSAS DIAMOND FLOURS



You will always find Kansas Diamond Flours just right for the modern loaf . . . unifor m, adaptable, dependable and guaranteed to give top performance That's why we are able to serve so many of the country's most progressive bakers.

DELIVERED for the MODERN BAKER

Efficiency in today's bakeries demands bulk handling of flour. We are set up to ship bulk by truck or rail from our Arkansas City and Chattanooga mills or from our bulk reloading station at Memphis. For fast, reliable service, call today.

Millers of Fine Bakery Flours

/ilnia, hm

nan

nal

ery

the

ons.

eon

ave

spy

250

orth

Rus-

300 our-

ort-

the

BAKERY SALES HEADQUARTERS

HIGGINSVILLE, MISSOURI

MILLS LOCATED AT

ARKANSAS CITY, KANSAS

CHATTANOOGA, TENNESSEE

Milling Capacity— 18,000 Cuts. Daily

DIXIE-PORTLAND FLOUR MILLS INC., MEMPHIS

June, 1

DO YOU KNOW

....

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 50 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Danish pastry doughs should be mixed thoroughly in order to obtain the most tender product.

2. New bread pans should be conditioned for baking by placing them in an oven having a temperature of about 475° F. until they turn blue.

3. The addition of a small amount of citric acid and yellow color will improve the flavor and color of canned peaches that are flat or insipid, when using them for making pie filling.

4. The amount of ash in a flour is a definite indication of its baking

5. In order to produce whole milk bread, 6 lb. non-fat milk solids and 3 lb. butter may be used for each 100 lb. flour.

6. When a formula calls for corn syrup, glucose can be used instead and the results will be identical.

7. When starch is used in custard pies, it will settle to the bottom and produce a soggy bottom. This trouble cannot be eliminated.

8. In making coconut macaroons, no adjustments are necessary in the formula when sweetened macaroon coconut is used instead of unsweetened.

Dark rye flour will absorb more water than either medium or light rye. 10. Invert syrup is sometimes used in cakes and cookies in order to help retain moisture in these products.

11. Twenty pounds of sweetened condensed skim milk, used in a bread or roll dough, can be replaced by using 4 lb. non-fat milk solids, 6 lb. water and 10 lb. cane or beet sugar.

12. In a controlled shop, the evaporation loss during the fermentation period can be held down from % to 1%.

13. When making fondant, the sugar and water are usually cooked to about 242° F.

14. A cake having a pH of 6.2 is on the alkaline side.

15. When making chiffon pies, the filling should be cooled before it is stirred into the beaten meringue.

16. The easiest way to remove the skins from fresh peaches is to submerge them in boiling water for about half a minute.

17. Egg whites are never used in pie doughs.

18. Two pounds of pound cake will contain more calories than three pounds of white bread.

19. There is no difference between a straight sponge cake and a short sponge cake.

20. Soda bicarbonate has a raising and spreading action in cookies.







E. E. Woolley

W. B. Cash

L. H. Crites

General Mills Names Vice Presidents

MINNEAPOLIS—Three new vice presidents of General Mills, Inc., were appointed at a special June 2 meeting of the company's board of directors, C. H. Bell, president, announced.

The three, all long-time employees of the company, are Eugene E. Woolley, general manager of the company's feed division; William B. Cash, director of marketing, flour and mix products, grocery products division, and Lowry H. Crites, director of marketing, cereals, pet food, refrigerated, and household products, grocery products division.

Mr. Woolley born in Osborne, Kansas, graduated from Kansas State University and worked with the U.S. Department of Agriculture as a chemist before joining General Mills as a milling trainee in 1941. Follow-ing a hitch with the Navy, he prossed through such assignments as second miller, milling superintendent and plant superintendent at several of the company's flour mills before his knowledge was turned to more diversified activities. From 1948-50 he served as plant manager at the Belmond, Iowa, soybean plant, then was for three years director of pro-duction and engineering for the chemical division. He returned to flour milling in 1953, becoming genplant superintendent for the division, then plant manager at the company's Buffalo, N.Y., mill be-fore returning to the Minneapolis headquarters as director of produc-tion for the division. He was appointed general manager of the feed division in 1959.

Mr. Cash, born in Portland, Ore, attended the public schools and Blake School at Minneapolis. He joined General Mills at its Kansas City mill in 1937 following his graduation from Dartmouth College. He worked in grain and sales there and also at the Chicago central division statistical, accounting and sales records departments before transferring to grocery products advertising at Minneapolis in 1939. Following his military service, he rejoined grocery products advertising and has since moved up through a series of positions of increasing responsibility.

Mr. Crites was born at Lawton, Okla., attended junior college at Wichita Falls, Texas, and graduated from the University of Oklahoma. He joined General Mills in 1929 at Wichita Falls, Texas, working in the statistical department. Two years later he was assistant to the comptroller of the company's southwestern division, with headquarters at Oklahoma City. He became, successively, comptroller of the southeastern division, Atlanta, Ga., and sales manager of the same division before transferring to the Minneapolis head-quarters of General Mills in 1940 as comptroller of advertising activities. His more recent promotions have made him director of media, director of radio and TV programming, administrative assistant to the director of advertising, and cereal marketing manager, in that order.

Baking Industry Used 286.8 Million Pounds of Nonfat Dry Milk in 1959

CHICAGO—Domestic sales of nonfat dry milk outstripped production increase in 1959, according to a report given by H. F. Paul, market research, American Dry Milk Institute, Inc., Chicago, and bakers were the largest users. The report was part of the program for the institute's 35th annual meeting.

Total production of nonfat dry milk in 1959 was 1,722.3 million pounds. The production increase was .8%, or 13.5 million pounds over the 1,708.8 million pounds produced in 1958. In comparison, domestic sales showed a 2.2% increase over 1958 to reach a new high of 828.8 million pounds, an increase of 17.9 million pounds.

End uses showing significant increases were:

Dairy uses, 7.7%, or 15.1 million pounds; total usage 210.5 million pounds; bakery industry, largest user, 5.2%, or 14.3 million pounds; total usage 286.8 million pounds, and home use, 4.7%, or 7.9 million pounds; total usage 177.3 million pounds.

usage 177.3 million pounds.
Other categories showing increase in 1959 were institutions, 2.1%; soft drink bottlers, 56.3%, and all other uses 36.1%.

Other Products

Production increase for dry whole milk was only 2.4% over 1958, an increase of 2.3 million pounds, to a total production of 96.9 million pounds.

Total domestic sales of dry whole milk for 1959 were 54.6 million pounds, 21.6% higher than in 1958, an increase of 9.7 million pounds.

Usage showing highest percentage increase was dairy. Candy usage showed a slight decrease with bakeries using 10.1 million pounds, or 26.3% over 1958. Other uses showed little change.

Dry buttermilk production for 1959 was down 3% from 1958 to 74.7 million pounds, but of the total production, 64.6 million pounds went into domestic sales, an increase of 9.5% over 1958. Bakery usage showed a 12.6% gain of 4.7 million pounds. Other categories showed very little change.

Industry and institute accomplishments for the year were outlined by E. A. Pool, board chairman, in the opening address of the 35th annual ADMI meeting. Some 750 members and guests, highest attendance on record, were registered.

Mr. Pool, Dairymen's League Co-op Assn., Inc., Syracuse, N.Y., listed the year's institute accomplishments maintenance of high level public relations, both internal and external, and prompt and efficient handling of major problems for the benefit of members and the industry.

He proposed a broad look at the future and determination of the course of action most beneficial to the members, including evaluation of future needs of the institute; expansion of the quality improvement program; needs in future product research; improvement and expansion of product promotion and sales.

Earl W. Kintner, chairman, Federal Trade Commission, Washington, told (Turn to DRY MILK, page 47)

Report Shows Gain in Bread Demand

CHICAGO—Indications of a good per capita gain in bread demand are contained in the Census of Manufactures report for 1958, but the report also contains some danger signals for the baker, according to E. E. Kelley, Jr., president of the American Bakers Assn.

Comparing 1958 with 1954, the last previous report, a gain of 13.7% is recorded in production of all types of bread, rolls and sweet yeast goods. Since population increased only 7% in the same period, the government report "clearly shows a gain not only in total tonnage, but also in per capita," Mr. Kelley pointed out.

"The danger signal lies in the analysis of production by types of manufacturers. Indications are that wholesale bakers did little more than keep pace with the population growth. There was a sharp increase in volume of chain grocery organizations.

"It is distinctly encouraging to know that consumers are using more bread in their menus. The industry educational campaign which was intensified, on its present basis, during the period covered by the census report, may have been a contributing factor. However, if the bakers who are financing this broadscale educational campaign are not getting their full share of the gain, it may be they are not capitalizing fully on the work being done, at the local level."

The Census report showed a gain of nearly 11% in production of white pan bread, a 12% increase in production of bread-type rolls, and a decline of 17% in dark breads. This fact may indicate an increasing awareness of the nutritional benefits of the enrichment program, Mr. Kelley added.

re.,
ike
ned
ity
ion
at
at
stideroneary
cts

up in-

ted na. at the

ars npestat

esastales ore adas ies.

ave

adtor ing



When a company sticks to quality day after day and year after year without compromise, the customers know it. There is no greater reward than to have the respect of your customers and a growing business.



A Bakery Supply Firm Executive Explains

'Why We Advertise'

Advertising, Like Breathing, Is Necessary for Life and Growth

By ALEX WEBER

had at least two good reasons for had at least two good not daring to accept the great honor of speaking to you today.

In the first place, I hate to disillusion my many friends who are kind enough to think of me as being a pretty hep guy. I find that the more I can keep my mouth shut, the bigger my reputation grows.

In the second place, I happen to know why I was chosen for this honor. I am on the speaking program be-cause any speech I make is bound to make the other speakers look good. But in addition to these reasons, I

had several other misgivings. I did not accept this invitation lightly . . . and for a very selfish reason. I asked myself: "Do I really want to stand up before my colleagues and competitors and reveal the strategy and se-crets of Caravan's advertising pro-gram? Why should I 'give' away what it has cost us so much to learn?'

Then it dawned on me I didn't have

RUNCIMAN MILLING CO.

MANUFACTURERS OF FINEST

MICHIGAN SOFT WHEAT FLOURS

Plain and Self-Rising IONIA, MICH. PHONE 65

Evans Milling Co., Inc. INDIANA POLIS, IND., U. S. A.

Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS

Capacity, 16,000 Bushels

much to lose. I realized part of my audience would consist of men who already know the secret—as is evidenced by their own aggressive and dynamic advertising programs—and the rest of the audience would consist of men who won't believe me anyway. So you see, I have nothing

Let me say at the outset-I wish my company, Caravan Products, did

not advertise so extensively.

I wish we could use that money for more Cadillacs and longer swimming pools . . . for bigger dividends for our shareholders . . . and for fatter sal-aries for our sales and production executives.

That's why I feel funny when friends and acquaintances compli-ment me on our company's advertis-They talk about it admiringly as though I were doing something we really want to do.

The plain truth is: Caravan advertises - and advertises heavily - because we "must."

We advertise for the same reason I breathe-so that we can live and grow. We advertise because all the nice things we wish to derive from our business activities—whether they be swimming pools or big dividendscan come to us only if we advertise, and only if we advertise wisely.

Another Reason

But there is still another reason why we advertise. I consider our own company's advertising program not only essential for my individual company, but also an indispensable reinforcement for the bakery industry as

This is why I think so:

The more all manufacturers advertise their own products-their own brand names-the more their customers can be confident of high quality. And high quality is the soundest basis

of hope that the retail baker will flourish and grow.

Why do I say that a well-known, aggressively-advertised brand name an assurance of high quality? The answer is simple. The anonymous product doesn't have to live up to any standard. But the well-known brand makes it mandatory for the manufacturer to live up to his claims. In case of trouble, the manufacturer of a well-known brand has no place to hide. His name is there for all to see.

That being so, it is only human for the manufacturer of a well-advertised brand name product to be extremely quality conscious. He's not looking to put something over on the trade. He's not looking for the one-shot get-rich-quick deal. An advertiser wants to stay in business for a long, long time. He advertises heavily because he wants repeat business. He wants to be able to enter the bakers' doors

time and time again.

And that is why I say that the brand name product is the baker's best guarantee of getting quality val-ue. And when the baker is thus encouraged to use high-quality products, his customers are going to get products of the same top calibre. And that is what we should all be shooting for—a conviction on the part of Mrs. Jane Doe that when she buys at the bakery, she is sure to get nutri-tious, delicious, wholesome foods that can't be beaten.

Advertising takes many forms, and there is no one way to get this job done. There are many ways.

I do not profess to be an expert on advertising. But perhaps if I relate some of the experiences I do know about, you'll get the best picture of we advertise, how we advertise,

and what kind of results we obtain. First of all, I can assure you that although we advertise extensively, we are also realistic. We never think of our advertising as a substitute for personal selling. It is no coincidence that in the past three years-while advertising appropriation has climbed substantially-we have also had to expand our sales staff appreciably. As far as Caravan is concerned, the two go hand-in-hand.

Clever Advertising

Nor do we think that clever advertising is a good substitute for product quality. I do not believe that our baker customers can be fooled and bam-boozled by persuasive words and catchy pictures. Indeed, during these past three years—while increasing our advertising investment—we have tripled our laboratory facilities in continuing research for higher qual-

So it boils down to this:

We try to make the best possible products, we try to hire the best poss'ble salesmen, and then we support those salesmen with the best and the most advertising we can afford.

That's our strategy and our theory. Does it actually work out in results? I don't think it's a mere coinci-

dence that in these past three years
—when we launched a bigger advertising effort-Caravan's gross sales



Alex Weber

volume increased to a degree fully commensurate to our expanded advertising costs.

And although I'm not about to di-vulge our profit picture, I can assure you that in helping our customers make bigger profits, we, too, have profited nicely.

So you see why I keep on referring to our advertising as an investment rather than an expenditure.

What are some of the things we try to do to enhance that investment? Let me relate just a few:

In the first place, I, personally, devote a great deal of my time to our advertising and promotion. I feel that time is profitably used. We have the services of a good, experienced advertising agency. I don't try to do the agency's work. I don't try to secondguess them. I don't dictate to them. But I do insist on taking the leadership in formulating our broad, general philosophy of approach—and I do insist that all who work with us know that philosophy. In other words, I want everybody in our advertising picture to know where the company intends to go. This helps us avoid the kind of advertising that is pretty but which doesn't implement our company blueprint.

In the second place, I'm willing to learn. If you select the right agency and are willing to exploit their experience and know-how, there is much you can learn, even if you have spent a lifetime in the bakery business and even if the agency has never been in

the bakery business.
For example: Repeatedly, it has been brought home to me how every-thing we do—whether it's an ad for the bakery trade magazines or a window poster or a simple mailing piece—everything we do adds up to creating an impression and an image of our company.

Therefore, no details are unimportant, and all details need professional, experienced handling.

This fact has been brought home to me any number of times. As you

The Williams Bros. Co. Merchant Millers KENT, OHIO, U.S.A. Millers of Soft Winter Wheat.

We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

"ROCK RIVER" (BLODGETT'S" RYE "OLD TIMES" All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Rlodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin



Portland Cro

ILLS AT: PORTLAND, SPOKANE, MILTON-FREEWATER, WENATCHEE

di-

we

lepur at he erhe dm.



June

bette er. W

adve:

being

spect

van

there

he'd

sales

go.

Whil

can hoo talks so

weather

4 No

CO

Bu

Th

EDITOR'S NOTE - Mr. Weber is vice president and general manager of Caravan Products Co., Inc., Passaic, N.J. His address was delivered May 28 before the National Bakery Suppliers Assn. in Milwaukee.

know, our company is very growth-minded. We have acquired several other businesses and many more businesses have approached us to ascertain whether we are interested in mergers and consolidations. When we try to track down the reason for their interest in us, when we try to identify why they want to become affiliated with Caravan, or why Caravan should become affiliated with them, we never discover any one reason, but many. It's the general impression they have formed of our company. Much of it is from what they learn and feel about us through our advertising and pro-

Gospel of Advertising

As I have said, I don't care to pose as a know-it-all master in the field of advertising. I'm quite sure there are any number of you who cou'd teach me much. At the same time, I'd like to do my share in spreading the gospel of advertising because I think it is so important to all of us individually and as a trade. And is even more important to our friend and customer—the baker.

We know that the average bakerour customer—has his hands really full. He gets up early, works like hell all day long and is expected to be a master craftsman, a master organizer, a master purchasing agent, a master personnel consultant, a master labor negotiator, a master tax specialist, a master mechanic and, then, he also must be a master salesman as well.

It's my company's creed and philosophy there are several areas where we can help this over-burdened baker. We can help him with modern, quality products that help lighten his work load, help him produce better bakery foods in less time. And we also try to help him sell his bakery foods after he's made them. We try to do this in several ways.

An important portion of our promotion money is used to create advertising materials "for" the baker—not "to" the baker—but "for" the baker. On this material, you'd have to use a large magnifying glass to find the name of Caravan Products Co. The purpose of this material is not to sell Caravan, but to help the baker sell.

We also create free material for our customers which helps create a better appreciation for the bakery through institutional appeals. This material appears on windows, on material appears on windows, on counters or on the walls, and tells the housewife, in effect, "When you buy something at this bakery, you can be sure it's tasty, wholesome and nutritious, because everything here has been baked by a master craftsman and the most precious ingredient he uses is his lifetons skill." he uses is his lifelong skill."

You may be interested to know, in this connection, that one reason Caravan employs experienced, veteran salesmen is because they are so often able to help our customers tough problems, whether in selling or baking.

Caravan cannot grow if we sell only ingredients, and neither can you. We grow because we sell profits to our customers; we sell helpful service. Our sales staff is thoroughly indoctrinated with this philosophy. As a matter of fact, I'm sure some of you would be shocked to know what big investment we make in our training. A major portion of that sales training is spent in trying to educate our sales representatives to be completely helpful to our cus-

You may ask, "What does this have to do with advertising? Let me reveal another Caravan secret: Some of our best men have come to us because of our advertising. They be-came acquainted with our company through its advertising. They liked what they read. They formed favor-able impressions. They decided Caravan was the kind of company they wanted with which to build their futures. No successful, growing company ever has its personnel problems licked 100%; but I can tell you it's mighty nice to be courted by good salesmen!

What else may I tell you about our advertising that would be of interest to you? Well, I might mention, among other things, some of the things our advertising does not do. Caravan advertising is never used to knock the competition. We try to beat our competition. We try to out-think them. We try to out-advertise them. But we never use the printed word to knock or belittle. Advertising space is too valuable to be used for a street brawl, We try to use our space constructive-

We try to tell the story of our products attractively, forcefully, per-

I emphasize truthfulness because we have a good story to tell, and we try not to spoil it by exaggeration or deception. We believe (and I'm sure you'll agree) that the bakers of America are not dumbbells. We try to play square with our customers in print as well as in person. It not

There's safety in numbers. The grain country is

ast . . . almost beyond belief. Commander Larabee pulls thousands of samples . . . stores them in this vault. Central Control lab tests them all for moisture,

ash, and protein, and for the most important extra of Commander Larabee "baking quality," can go back

at any time to run another check.



960

ock

100

lve

ive-

OH

we

ure

of

try

not

6

. In

und

elds

Bill

rabee n this

sture, tra of

only makes us feel better, but it's also better business. We respect the bak-er. When we talk to him through our advertising, we know we're talking to an intelligent, reasonable human being. And because we show our respect for him, he has respect for us.

This doesn't mean that every Caravan ad is a winner. It doesn't mean there is no more room for us to grow. It doesn't mean that every baker we call on buys everything we wish he'd buy.

But it does mean that Caravan salesmen are welcome wherever they go. And whether it's a deal or nosale, our salesmen are welcome to come back again and again and again.

A lot of that good feeling is due to our advertising program, as well

as the quality of our products.

One strong reason for the success of our advertising efforts is the fact that we have a strong bakery press with a strong following of readers. The dynamic and useful magazines in the bakery field have created an audience for our advertising that is invaluable. The publications have accomplished this by playing a vital role in the useful information they impart in every issue. The editors have fought the battles for the baker and have helped him to change his business methods with the changing

I'd like to suggest that some day we who also earn our living from the bakery trade ought to recognize and show our proper appreciation for the valuable contributions made by the various bakery publications. Perhaps our organization can create an award or a certificate of some kind as a symbol of the fact that we are well aware of the usefulness and impor-tance of the bakery press.

In connection with our advertising,

I must make one more point before I close. Through advertising our company has been able to gather a gi-gantic sales staff of thousands and thousands of men.

Perhaps this statement surprises you. It would surprise our payroll department, too.

But you see, most of these men are not on the Caravan payroll.

They are customers who have learned about us, and have formed a favorable impression, through our company's advertising. Then, after trying our products and liking them, they have become enthusiastic salesmen for us, too. That old master copy-writer, Shakespeare, had it right when he said:

"We are advertised by our loving friends."

Believe me, word-of-mouth advertising is a most important element in our sales success, but we never for-get that much word-of-mouth adverour printed advertising, because our advertising attracted a reader—who became our friend.

Biscuit, Cracker Organizations Elect Officers in New York

NEW YORK-Carl H. Wortz, III. NEW YORK—Carl H. Wortz, III, Wortz Biscuit Co., Fort Smith, Ark., was elected president of the Biscuit Bakers Institute, Inc., at the joint annual meeting of the BBI and the Biscuit & Cracker Manufacturers Assn. held recently at the Plaza Hotel here.

Other officers elected were David O. Clark, Southern Biscuit Co., Richmond, Va., vice president; Joseph B. Moubray, Murry Biscuit Co., Augusta, Ga., treasurer, and Harry D. Butler, New York, reelected secretary.

Elected to the BBI board of directors were: Edgar Hekman, Hekman Rusk Co., Holland, Mich., and A. J. Brown, Schulze & Burch Biscuit Co.,

Frank J. Delaney, Jr., Midwest Biscuit Co., Burlington, Iowa, was reelected president of the Biscuit & Cracker Manufacturers Assn. at the meeting.

Elected to serve as vice presidents were: George H. Strietmann, Strietmann Biscuit Co., Cincinnati, Ohio, and W. W. Paddon, Sunshine Biscuits, Inc., Long Island City, N.Y. George H. Coppers, National Biscuit Co., New York, was re-elected a vice president, and Walter H. Dietz, Chicago, Ill., secretary-treasurer.

Re-elected as members of the B&CMA board of directors were:
Frank J. Delaney, Jr., George H.
Coppers and W. J. Megowen, Megowen-Educator Food Co., Lowell,
Mass. Others elected to the board of directors were: George H. Striet-mann; W. W. Paddon; E. F. Cham-bless, Schulze & Burch Biscuit Co., Chicago; Melvin C. Allen, Weston Chicago; Melvin C. Allen, Weston Biscuit Co., Passaic, N.J.; J. C. Bow-man, Bowman Biscuit Co., Denver, Colo., and Lee S. Bickmore, National Biscuit Co., New York. Mr. Bowman and Mr. Bickmore were elected for a one-year term while the others will serve for two years.

BREAD IS THE STAFF OF LIFE

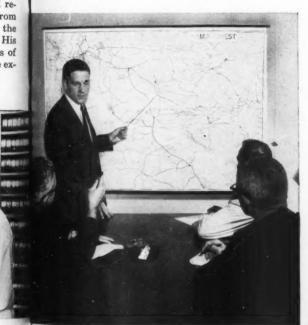
PACKAGING CLEARED

WASHINGTON - Marlex 6000 Series polyethylene and Marlex 5000 high density ethylene copolymer re-sins have been cleared for use as food packaging materials by the Food & Drug Administration, by virtue of the listings in the Federal Register.





While the combines are on the move a good man can hook a toe on a tractor lug and learn a lot. Bill talks some, but mostly he listens to reports on the weather, crop progress, and to predictions as to which areas will yield Commander Larabee quality grain. 2 It's the grain that counts . . . whether the truck is a semi or a one ton pick-up. Here, at Hayes, Kansas, Bill pulls a sample. From now on it's up to the laboratory. Quality is double-checked before Commander buys to be sure top producing counties are again on the mark.



Bill and his freckle-nosed friend will never know whether their bread is made from grain ripened in the fields near Langdon or Mercer in North Dakota . . . or whether Nebraska or Kansas furnished it. But, they know that if it's bread made from Commander Larabee flour, it's the best. Bill knows, too, that every member of the Commander family . . . from field to flour . . . is rightfully proud of his contribution to the vigor and strength of the nation . . . and proud to help make Commander Larabee better to



Now Bill pours his knowledge into a pool of re-lorts. The big map becomes a living picture of the harvest as Commander's team gathers news from the field and plans the buying campaign to obtain grain to make the flour we're proud to sell.



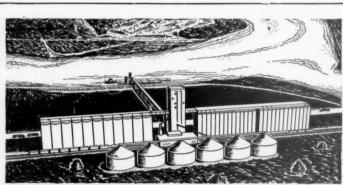
First in Bakery Flours! DIVISION OF ARCHER-DANIELS-MIDLAND . MINNEAPOLIS

Nugget Bakery in Nevada Supplies Baked Specialties for Bustling Business of Gambling Casino

SPARKS, NEVADA — Gene Berry holds the distinction of being head baker in a modest-sized community here which serves a multi-million-dol-

lar business. Although Sparks is considered a small railroad town, Mr. Berry heads a seven-man team of bakers who exercise their skills bak-

NUGGET BAKERY—Pictured is a partial view of the Nugget Bakery at Sparks, Nev., where a seven-man team of bakers works around-the-clock baking a wide variety of items from bread to banquet specialties for the multi-million-dollar business of Dick Graves' Nugget Casino, four mics from Reno.



RIVER-RAIL ELEVATOR AT KANSAS CITY

Elevators in Kansas, Nebraska, Missouri, Colorado, South Dakota, Iowa and Oklahoma

Bartlett and Company

Board of Trade Bldg.
KANSAS CITY, MO.

OFFICES ALSO:
SIOUX CITY, IOWA
OMAHA, NEBRASKA
ST. JOSEPH, MO.
ST. LOUIS, MO.



BAltimore 1-1212

ing for the Nugget Casino, a gambling establishment four miles east of Reno.

The Nugget's owner, Dick Graves, also operates six unique restaurants in which he and the bakers feed more than 6,500 people daily. The bakery is appropriately named Nugget, too. The bakery is directly adjacent to the coffee shop, which is open 24 hours a day. This, in addition to being near the receiving department, eliminates the necessity of handling heavy supplies.

A plate glass window 6 ft. by 8 ft. in area separates the bakery from the coffee shop but permits customers to observe the bakers at work.

The bakery is equipped with two Hotpoint electric ovens with a 12-pan capacity; an Ekeo proofing cabinet with 12-pan capacity; a Groen 20-gal. steam kettle; 20 and 80 qt. Hobart mixers; two McCall 60-pan capacity refrigerators with walk-in bulk refrigerated storage adjacent; two Cres-Cor storage cabinets on wheels; two 30-pan storage racks on wheels and one Union bread rack.

The bakery equipment also includes an ultra-modern work bench and a scaling bench with stainless steel ingredient drawers and rolling bins.

The bakeshop was located centrally in order to keep supplies available with comparatively little cross traffic. Heavy items of flour and shortening are easily transported the short distance from the storeroom to the bakery and the finished products are equally close to all six restaurants.

Production Schedule

The bakery crew works aroundthe-clock to prepare as many as 2.500 desserts of the day; 1,500 to 1,800 banquet desserts, and some 3,500 pies a month, as well as fresh breads, rolls, cakes and pastries.

A typical month's production for Mr. Berry and his crew would include 3,500 four-ounce French Dip Rolls, 5,000 doz. dinner rolls and 5,500 small loaves of bread, and as many as 600 doz. Danish cakes.

Each baker is trained to produce any of the myriad products which come from the Nugget Bakery, and the crew is divided to keep production going 24 hours a day.

In the bread line, Mr. Berry's bakers produce white, French, 100% whole wheat, banana nut, French rolls, tea rolls and Parkerhouse rolls.

rolls, tea rolls and Parkerhouse rolls.

They turn out 21 varieties of pies, plus approximately 12 distinctive types of cakes, a variety of miscellaneous pastries, muffins, puddings, hiscuits and meat rie toppings.

biscuits and meat pie toppings.
Nugget Bakery has 12 "desserts
of the day," ranging from five types
of rolls to French and Danish pastries,
eclairs, date bars and cream puffs.

NUGGET BAKERY Average Monthly Production

Pies	3,500
Individual Pies	600
Cake, 12 servings each	150
Desserts of the day	2,500
Banquet Desserts 1,500 to	1,800
Boston Cream	100
Pan Custards	30
Cheese Cakes	60
Decorated Cakes	100
Danish Cakes, dozen	600
Bran Muffins, dozen	120
French Dip Rolls, 4 oz	3,500
Dinner Rolls, dozen	5,000
Small White Bread, 4 oz	5,500
Small Wheat Bread, 5 oz	5,500
1 lb. French Bread	1,000

Continental Installs Bulk Handling System

GARY, IND.—Continental Baking Co., here, handles approximately 400,000 lb. of bulk flour per week in a totally enclosed push-button controlled bulk flour materials handling system.

Flour is conveyed, under pressure, from Airslide cars into two 14 ft. by 35 ft. Permaglas mechanized storage structures equipped with mechanical sweep-arm bottom unloaders, which discharge the flour directly into pipelines to holding bins. The entire system is operated from a push-button master control board which has indicator lights showing every operation in the pneumatic bulk flour system.

At Gary, Continental's automatic system has saved 140 manhours per week over the previous manual unloading of bagged flour from cars, stacking on skids and hauling in and out of storage, the company says. A saving of 12¢ per bag results from the purchase of flour in bulk according to Continental, with a freeing of 3,000 sq. ft. of space now made avail-



able for the storage of other baking ingredients such as sugar, salt and high gluten flour.

Continental has three 14 ft. by 50 ft. Permaglas mechanized storage structures at Beverly Hills, Cal.; one 14 ft. by 35 ft. structure at Raleigh, N.C.; two 14 ft. by 35 ft. structures at San Diego, Cal.; two 17 ft. by 35 ft. storage structures at Sacramento, Cal.; two 17 ft. by 35 ft. structures at San Pedro, Cal., and two 20 ft. by 25 ft. structures at Columbus, Ohio.

Permaglas mechanized storage structures are manufactured by the A. O. Smith Corp., Harvestore Products, Permaglas Division, Kankakee,

MRS. F. G. WALLACE DIES

KANSAS CITY—Mrs. Natalie Wallace, wife of Frank G. Wallace, formerly vice president of the Waggoner-Gates Milling Co., Independence, Mo., died recently after an illness of two weeks.

Cable Address "RAYBAR"

TIDEWATER GRAIN COMPANY

Receivers - Shippers - Exporters Export and Domestic Forwarders

Members all leading Exchanges Established 1927

Bourse Building Chamber of Commerce PHILADELPHIA 6, PA. BALTIMORE 2, MD.

• At has jo the pot tor of by Bu mond, leading a const the manual sales in sales in the manual sales in the sales in th

• John

radio
Long
has be
count
tion o
annous
agency
and di
equips
pande
ular r
time l
budget
some o

The manag Cookie named created no, Ca Sacran district Waldregeles.

strom.

operatinewly-outacture The Woods Sanstroing and is R. Howith Goreek, has broengineed market

researce ing graversity.

• Willicarton Package Chemico. R. G

east out to joini carton Division

• DCA nounces to sales dough perate w

dough perate w bakery with DO work fo the coumany b country duction

• The

on-ing

by

age cal

ich

ys-

ton in-

ra-

ys-

per

ars and

. A

g of

king

y 50

rage one eigh,

ures y 35 ento,

y 25

the rod-

kee.

S Wal-

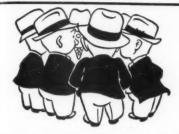
for gon

ence, ss of

R"

R

ers



Pawtucket, R.I., manufacturer of humidifiers for dough rooms, has announced that Ralph B. Mills, Jr., has joined its staff. He is the son of Ralph B. Mills, vice president and secretary of Standard Engineering, and the grandson of B. M. Mills, who at 78, is still active with the firm. Ralph, Jr., is a graduate of Hobart College. He will work with Standard's representatives coordinating sales and service.

-BREAD IS THE STAFF OF LIFE-

PURCHASES COMPANY

CLEVELAND - Ben A. Weisman, president of Advance Packaging Corp., here announced the purchase Superior Bakers Supply Co., Cleveland.

Ward Baking Declares Dividend

NEW YORK-The directors of the Ward Baking Co. declared the regular quarterly dividend of 1%% (\$1.371/2 per share) on the outstanding 51/2% cumulative preferred stock of the company, and also declared a quarterly dividend of 20¢ per share on the outstanding common stock of the company, both payable July 1, 1960, to holders of record at the close of business on June 15, 1960.

At New York, Donald Hammond has joined Bakers Franchise Corp. in the post of vice president and direcmarketing, it was announced by Bud Fox, president. Mr. Hammond, formerly associated with a food trade publication, was a consultant to national accounts on the merchandising, advertising and sales marketing levels.

• John Pesick, assistant director of radio and television for the W. E. Long Advertising Agency, Chicago, has been appointed the agency's account executive for the eastern portion of the country. In making the announcement, Frank B. Leonard, agency director, emphasized the long and diversified career that especially equips Mr. Pesick for his new, expanded duties. In addition to his reg-ular radio and television production assignments, Mr. Pesick has for some time been handling the advertising budgeting and planning details for some of the agency's clients.

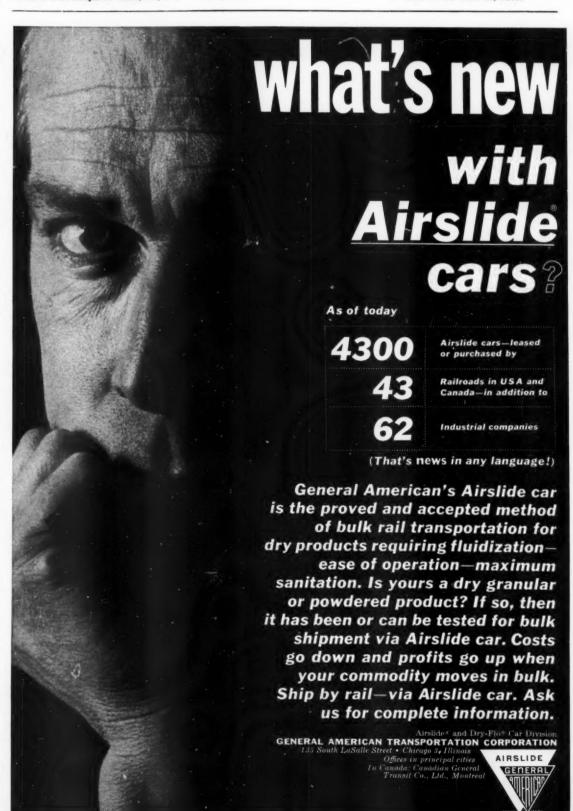
• The former San Jose (Cal.) district manager for Mother's Cake and Cookie Co., Peter J. Nikkel, has been named manager of the firm's newly created Div. 3 headquartered in Fresno. Cal. Earl Kinnard, formerly of Sacramento, has been named Fresno district manager, succeeding Donald Waldron, now transferred to Los An-

• At Dorchester, Mass., E. A. San-strom, manager of manufacturing and engineering at the Walter Baker operation, has been appointed to the newly-created post of manager, manufacturing services, at the local plant. The Walter Baker operation is part of the Jell-O division of General Foods Corp. Named to succeed Mr. Sanstrom as manager of manufacturing and engineering at Walter Baker is R. Eugene Mohlie, who has been F.'s Post division in Battle Creek, Mich., since 1949. Mr. Mohlie has broad experience, including plant engineering, maintenance planning, marketing, and production equipment research. He is a chemical engineering graduate of Michigan State Uni-

• William Sell has been appointed a carton sales representative for the Packaging Division of Olin Mathieson Chemical Corp., it was announced by 0. R. Gibbons, product manager, cartons. Mr. Sell will cover the Southeast out of his office at Atlanta. Prior to joining Olin, Mr. Sell was in the carton sales organization of the Gair Division of Continental Can Co., Inc.

• DCA Food Industries, Inc., announces the promotion of Ben Leach to sales and service manager of sweet dough products. Mr. Leach will operate within the framework of DCA's sales division. He has been with DCA since 1953 in sales service work for sweet dough products and in the course of his work has visited many bakery plants throughout the country. Prior to this, he was in production work with several of the top bakers in the country for 17 years.

The Standard Engineering Works,



June,

Ringing the Baker's Doorbell

At Phoenix, Ariz., the recently incorporated Sun Valley Bakery, Inc., 1301 Grand Ave., of which B. E. Shanks is president, has secured business licenses for nine outlets at these locations: 27th Ave. and Bethany Home Rd.; 5010 West Indian School Rd.; 35th Ave. and McDowell; 1625 W. Camelback; 720 S. Centra; 950

E. Glendale Ave.; 40th St. and Thomas Rd.; 1916 Westward Blvd., and 4324 N. Central, all in Phoenix.

Arizona Pastry Shop, 3243 East McDowell, **Phoenix**, is now under the management of Fred and Irene VanRaymond R. Jones has announced plans to move his bakery from its present location at 310 Main St., Towanda, Pa., to 300 Main St. The interior is being remodeled and new equipment added.

At Plains, Mont., Mr. and Mrs.

Dan Omdal have closed their bakery and announced plans to move to Great Falls, where Mr. Omdal will be employed by the Albertson Bakery.

Bill Davison has discontinued operation of the Greenfield (Iowa) Pastry Shop. Mr. Davison plans to open a bakery at DeKalb, III.

The Bakery Cafe has been opened at Belle Plaine, Minn., by Peter Mahoney.

George Cox has opened his second outlet in Tucson, Ariz., in the Campbell Plaza shopping center, where he has 6,000 sq. ft., or some 2,000 sq. ft. more space than the existing store in Monterey Village. A third outlet in the southern section of the city is in the lease stages, Mr. Cox said. The new outlet is the 24th in the chain of Cox Bakeries which covers five states. Current plans call for the opening of bakeries in Phoenix in 1961.

V. C. Boyles, Colorado Springs, Colo., has been issued a state license to do business as Boyles' Pastry Shop, 3007 N. Alabama St.

Bender's Bakery Corp., **Denver**, Colo., with nine retail outlets in the metropolitan area and a plant at 124 Yuma St., has been sold.

R. F. and A. M. Yeager have been issued a state license to do business as Olathe (Colo.) Bakery.

The Dakota Maid Bakery, Bismarck, N.D., has been sold by Mr. and Mrs. Gregg Dahlen to Mr. and Mrs. Agnar Johansen. The Dahlens operated the firm since 1929. Mr. Johansen has been associated with Dakota Maid since 1948. His father for many years operated a bakery in Sandefjord, Norway.

Original Pizza Supply Co., Albuquerque, N.M., has filed articles of incorporation to engage in the manufacture, sale and distribution in New Mexico of baked foods, ovens and allied products, listing \$250,000 capitalization and these incorporators: J. William Pozenel, R. Deane Moyer and Maryan L. Moyer.

Pillsbury Announces Two Appointments To Research Staff

MINNEAPOLIS — Two appointments to the general research staff of the Pillsbury Co. were announced by G. R. Detlefsen, vice president of growth and technology.

Dr. Frank Kupka, a graduate of Cornell and Oregon State Universities, joined Pillsbury in May as a senior research chemist. Dr. Kupka had previously been associated with the Southern Chemical Co. and also was an instructor in chemistry at the University of California.

the Southern Chemical Co. and also was an instructor in chemistry at the University of California.

Dr. Robert D. Gaines, formerly an assistant chemist with Minnesota Mining & Manufacturing Co., joined Pillsbury late in May. Dr. Gaines received his Ph.D. in chemistry from Montana State College. He will be assigned as a senior chemist in Pillsbury's general research department.

Valuable Dry Ingredients for your Bread . . .



BETTER BREAD WITH BROLITE PRODUCTS

Brosoft — A tenderizing agent with high powers of emulsification and dispersion. Contains Mono- and Di-Glycerides, and Lecithin.

Vita Plus White Culture — Conditions Doughs. Stabilizes Fermentation. Extends Dough Tolerance.

Super Short

Valuable ingredients for bakeries since 1928



THE BROLITE

COMPANY, INC.

General Offices: 2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

Brolite Company, Inc. 1016 Monroe Drive, N.E. Atlanta 6, Georgia Brolite Company, Inc. 2921 South Haskell Avenue Dallas 23: Texas

225 Park Avenue South New York 3, N. Y. Brolite Company, Inc. 621 Minna Street San Francisco 1, Calif. Brolite Company, Inc. 518 First Avenue, North Seattle 9, Washington 1960

Will Bak-

Pasopen

pened r Ma.

Campere he sq. ft. store outlet

said.
n the covers
or the

rings, icense astry

enver, in the at 124

been

siness

y Mr.

hlens

r. Joh Da-

er for

ry in

Albules of

man-

on in

ovens

rpora

Deane

S

pointstaff

te of

versi-

cupka with also ry at ally an nesota joined caines from ill be Pillsment.

What should a baker expect from his flour supplier?

THREE THINGS: experience, integrity, ability. Your flour supplier should have all three. How does Russell-Miller measure up?

Few flour millers have more years of experience than Russell-Miller. For more than three-quarters of a century Russell-Miller has specialized in the milling of fine flour. These years have involved us in every problem and accomplishment in the baking industry.

And not only does Russell-Miller have this greater experience in flour production, the men who call on you have a record of experience unmatched by any other milling company. The average length of service of our sales representatives is 18 years. These men have dedicated their entire lives to the flour business.

Integrity? This is the most important quality. It is integrity that leads a company to serve you honestly and energetically. It is the kind of quality that prompts bakers to rely on Russell-Miller Flours when they bake experimentally to set standards for their line.

It is the kind of moral responsibility that prompts Russell-Miller to maintain stringent quality control, to make sure that an inferior product never leaves our mills.

It is the kind of moral responsibility that prompts us to support major crop improvement associations—in an effort to make sure the best possible wheat is being grown for your flour.

And what about ability? This is the factor that makes it possible for an experienced and morally responsible miller to really do something constructive to help bakers.

Russell-Miller has the capacity to make effective contributions to baking. We are one of the world's largest milling companies, with elevators and mills strategically located in the best wheat areas. We have available to us one of the world's greatest storage capacities; we have ready-at-hand at all times just the right wheats you need for your flours.

Russell-Miller has the resources to maintain the very latest milling machinery and methods, to assure you just the right flour. And these resources enable us to send specialists every year into the heart of the wheat growing areas in advance of the harvest to collect wheat samples which are experimentally milled. Result? We know exactly which wheat to buy for the exact type and quality of flour you need.

What should a baker expect from his flour supplier? Experience, integrity, ability. The next time you order flour, check off these qualities in your mind. Then ask yourself if your flour supplier measures up to Russell-Miller.

RUSSELL-MILLER Milling Co.

specialists in the milling of fine flours

MINNEAPOLIS 15, MINNESOTA. Millers of Occident, American Beauty, Producer, Powerful and other superb Hard Spring, Hard Winter and Soft Wheat Bakery Flours.

Ju

Allied Men Can Help Today

For a Brighter Future Tomorrow

By W. A. LOHMAN, JR.

In accepting the gracious invitation of your committee to participate in this program, with brief comments from the allied viewpoint, I was conscious of New England's glorious record of leadership in education and in showing fortitude in transitions forced by drastic competitive conditions. These blows came from abroad, from other domestic areas, and unanticipated new methods. However, today's emphasis on advanced technical and more remunerative industries has created a favorable business climate.

Such gigantic problem-solving is a lesson and a stimulant to meet our difficulties with equal intelligence, and to diminish the hurt while our determination moves the baking industry to a higher plane in American industry. New England's strength

has not been applied on behalf of our allied programs to help bakers, so this gathering offers real hope.

Leaders of large bakery organizations, as well as capable men in retail, home service, multiple unit, and independent wholesale fields, are speaking out, publicly examining existing practices to carefully survey paths toward better operations. Their courage and wisdom will guide all to better days, if we work together.

These gentlemen have very busy schedules, and undoubtedly have many problems that require personal attention. Willingness to give of their time and effort emphasizes how vital meetings such as this are regarded toward forging stronger programs that will assist the industry—and, in so doing, create a healthier outlook for all.

There are many problems - new

.....

EDITOR'S NOTE: Mr. Lohman is a vice president of General Mills, Inc., Minneapolis, and a past president of the Allied Trades of the Baking Industry. His address was delivered before the spring meeting of the New England Bakers Assn. held in Boston.

trends and forecasts for further changes—but the baking industry always finds leaders emerging to cope with difficulties. I stress the duty of

allied men to offer staunch support!

Our first challenge is to help dispel pessimistic attitudes and to focus attention on the possibilities and prospects that can lead to prosperity. In realistically looking at the handicaps, it is very easy to magnify them into insurmountable roadblocks, and therefore our daily actions are important, not in a Pollyanna attitude, but one of positive optimism. Many government and professional economists have forecast startling growth for America. Domestic and foreign commerce look to expanding populations—specifically at income and

age-bracket groups—that mean food consumption. If baked foods remain high in quality, attractive to enjoy, convenient, and in the esteem of medical and nutritional authorities and the consumer, our present overcapacity could give way to terrifically enlarged demands. Long-range plans can give hope and also enthusiasm in tackling today's vexing problems.

In the matter of nutrition, we are very fortunate that leading nutritional authorities still consider bread "The Staff of Life." This is not a catch phrase—it has been established in history throughout the world—and must continue to be regarded in this high light by the public, educators, dentists, and everyone molding opinion in the direction of truth.

It is essential that we keep telling the story of the nutrition of bread—it may seem repetitious to us—but new generations of parents and consumers are coming along, and must be told over and over again. The American Bakers Assn. and the American Institute of Baking have shown remarkable judgment in combating fads and faddists. By restraint in avoiding extravagant statements, even when they appeared to be justified at first blush, the sounder approach undoubtedly has made an impression on responsible scientists.

Perhaps this is one big reason why attitudes have improved. The millers, the Wheat Flour Institute, wheat growers' groups and others are heartily cooperating with the bakery organizations, and have their own separate important programs leading in the same direction.

'The Facts of Life'

In connection with the nutritional importance of bread, one cannot underestimate his individual voice in being free to tell his family, friends, associates, and everyone who will listen the facts of life about bread. Some allied groups have done excellent work in getting this message across in influential quarters with gratifying response. Are you, friends, active members of groups like the Royal Order of Loyal Loafers, who are applying combined strength toward a wider dissemination of qualified information? Booklets of exceptional worth are available for the purpose.

Not long ago I had the pleasure of attending a meeting at the American Institute of Baking wherein the programs of institute and ABA were reviewed with a group of allied men. One could not help but have his enthusiasm rekindled when the constructive programs were presented. These touched not only the nutritional phase, but of equal importance, the merchandising and advertising promotions, material to magazine editors, and others who have, in turn, created media for public edification that has been invaluable.

This could not be accomplished without the tireless work that is being done for the industry. The field

W. A. Lohman, Jr.

staff of AIB, in its contacts with schools, colleges and special groups, has carried the ball for all of us. This includes your own Virginia White, who is so effective.

Educational facilities are provided to give new knowledge on production, sales, sanitation, and technical developments, and are available for bakers and for allied men—these must be put to maximum use. We must learn, if we are to grow stronger. Among the excellent material available is a slide presentation of "Your Daily Bread" that is acknowledged to be a great aid to teachers in factually and simply telling the story of bread. It is given free. If Boston fails to distribute in New England in quantity, school children are deprived of important knowledge, and bakers of a chance to expose children to the goodness of their product. The motion picture "Color of Health" is a new and wonderful presentation for teenagers, as you will see today.

The allied man also can be helpful in stressing to the grocery trade that the sale of popular brands of bread is a great asset because of the profit involved.

Add to this the sale of related profit items it promotes—such as butter, eggs, meat, cheese, vegetables, jellies, jams, condiments, etc.—and grocers will see what a valuable vehicle bread is for volume and profit, to say nothing of the effect it has on store traffic. In speaking of bread, of course, this involves all the specialties, rolls, buns and cakes.

Occasionally, there is a question

GEORGE H. BUFORD

All Grades of Hard, Soft and Spring Flours Processed Cereals 2214 Central Ave., Kansas City 2, Kanse FAirfax 1-1629

Spear Seed Envelopes
AMERICA'S FINEST

Made Only by
HEINRICH ENVELOPE CO.
108 Washington Av. N., Minneapolis 1, Minn.

J. F. IMBS MILLING CO. ST. LOUIS, MO.

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWTS. SACKS

Dependable Spring Wheat Flour

CORNER STONE * OLD GLORY CHIEFTAIN * GOODHUE

Bulk or Sack Loading

LA GRANGE MILLS

RED WING, MINNESOTA

Lyon & Greenleaf Co., Inc.

MILLERS OF QUALITY SOFT WHEAT FLOURS SINCE 1866 LIGONIER, IND.

Michigan Soft Wheat Flour

V:-- W:!!:-- C----

King Milling Company



Flour buyers know...



the North Dakota Mill and Elevator is located right in the heart of the wheat country, thus assuring you of 100% Northern Hard Spring Wheat Flour!

NORTH DAKOTA MILL and ELEVATOR
GRAND FORKS, NORTH DAKOTA



ith ps, us. nia led on, de-

for esse We ngrial of wlers the If lew ren lge, loose neir polor rful you

that

read rofit oroftter, clies, cers read othtrafurse, rolls,

unsas

RD

Minn.

S

BI

cei

On

Ma

B

In

FI

to n

tia 1

in b

A

Geor

ing i

The

When data,

Geor. 4-520

Wayz

about one type of bread as against another.

The American public has free choice to buy the kind of bread that suits both taste and pocketbook. Bakery products add to the enjoyment of every meal—they are a convenience food—and there is variety to assure daily use at home and in restaurants. (In Boston alone, our recent survey showed 40 different loaves of white and specialty breads being merchandised.) If we fail to talk constantly about these advantages, we are not showing proper interest in the baking industry or in ourselves as suppliers of ingredients, equipment and packaging materials. Several allied firms have released expensive, exhaustive surveys on public likes, impulse buying, etc. Do you sift these and convey ideas to your good customers?

These are but a few of the highlights. At every local level, the allied man can find much to do that is constructive and helpful to bakers in the immediate area. Passing along cooperative activities and successful ideas to the national group of allied men gives further strength. It is very gratifying to know that, today, there is a closer feeling of interdependence and cooperation between officials of the bakery organizations and allied men. I can assure you there is warmth and pleasure in working with the executives of the Allied Trades of the Baking Industry. They have a common and dedicated interest in industry welfare.

Our daily work will be regarded as

Our daily work will be regarded as more worthwhile if, while selling, we are doing something of constructive value for our respective industries and for the American public. Where would the farmers of our country be if they did not have the baking industry to turn out products that please consumers and benefit health? Farm groups are branching out into stronger cooperative efforts, and they find bakers and allied men key factors.

We are playing an important part in building a better America!

I urge each allied man to redouble personal efforts—it will pay. Thank you very much, and best wishes that success is a reward for your cooperation.

Soft Winter Wheat Flours

Family - Commercial Export

Long Distance Telephone 32 Cable address — "Jasco"

J. Allen Smith & Co., Inc. KNOXVILLE 6, TENNESSEE

Miner - Hillard Milling Co.

Manufacturers of CORN FLOUR - CORN MEAL CORN SPECIALTIES

KNAPPEN MILLING

Producers of
BEST QUALITY MICHIGAN
CAKE & BAKERY FLOURS
AUGUSTA, MICH.
TEL: Redwood 1-3892



Dr. James W. Evans Elected New Director At American Maize

HAMMOND, IND.—Dr. James W. Evans, vice president-research, of American Maize-Products Co., has been elected a member of the board of directors of the company, Theodore Sander, Jr., president, announced following the company's board meeting in New York.

Dr. Evans joined American Maize April 1, 1950, as director of the company's research laboratories at Hammond and was elected a vice president in March, 1959.

He began his industrial career in 1930 with Union Starch and Refining Co., Granite City, Ill., leaving there for three years to obtain his doctorate and to teach at the University of Minnesota. In 1943, he became head of the food and carbohydrate research section of General Mills' laboratories in Minneapolis.

Dr. Evans is president-elect of the American Association of Cereal Chemists and is also active in affairs of the American Chemical Society, American Association of Textile Chemists and Colorists, Institute of Food Technologists, and the Corn Industries Research Foundation. He lives in Highland, Ind.





BREAD INSPECTION—Three of the top men of Mrs. Baird's Lubbock Bakery are shown as one of Mrs. Baird's grandsons, Allen Baird, general manager of the Abilene bakery, inspects a slice of bread produced in the Lubbock plant. Left to right they are William Giesenschlag, sales manager of Mrs. Baird's Lubbock Bakery; Allen Baird; R. C. Presson, production superintendent in the Lubbock plant, and Milton Conine, general manager of the newly-purchased plant. "We find," Mr. Baird said, "that by competing with ourselves we are able to continually improve our product for the good of the consumer."

Mrs. Baird's Firm Expands Into Lubbock, Texas, Region

LUBBOCK, TEXAS—At one time or another practically every West Texan who has left his home town has eaten Mrs. Baird's bread. But not until this spring did it become a part of the daily diet of thousands who live in Lubbock and on the South Plains.

Mrs. Baird purchased the Holsum Baking Company in Lubbock last fall from Walter Granberry and L. J. Reishmann, partners in the operation of the firm. Recently, the plant began operation under the name of Mrs. Baird's Lubbock Bakery and it is now distributing Mrs. Baird's bread.

As is the custom with Mrs. Baird's bakeries over the state, a member of the baking family supervises day-to-day operations of the Lubbock plant. Allen Baird, a grandson, who is general manager of the Abilene Bakery, operates the big Lubbock bakery which sits on the lip of the Yellowhorse Canyon in East Lubbock.

Milton Conine is the general manager of the Lubbock bakery for M s Baird, with William Giesenschlag, sales manager, and R. C. Presson, the production superintendent.

Southwest Legend

The story of Mrs. Baird's bread is a legend in baking circles in the Southwest. It began 52 years ago in the kitchen of Mrs. N'nnie L. Baird's Fort Worth, Texas, home. In those days she baked all the bread for her family of eight, as did many mothers and wives.

Often she baked more bread than

she needed and took extra loaves to her neighbors as gifts. The neighbors liked her baking and soon asked for the privilege of buying it.

When her husband became too ill to work, Mrs. Baird just naturally moved into the baking business. Son Deward, 16 at that time, became first assistant baker. Three younger brothers, Hoyt, Roland and C. B., became routemen. They delivered the hot bread in baskets to their customers.

Every day was baking day, and after Mr. Baird died in 1912, there was only one way for the Bairds to

(Turn to MRS. BAIRD'S, page 38)

DIXIE LILY

Plain and Self-Rising

A flour specially milled for the Southern housewife.

BUHLER MILLS, INC.

- Mill & Gen. Offices, Buhler, Kansas
- Southern Regional Office, 3387 Poplar Ave., Memphis 11, Tenn.

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P.O. Astico WISCONSIN

Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 4,000 Cwts. Daily

Grain Storage 4,700,000 Bus.

the r of perthe

s to

for

o ill

Son

first

oth-

hot ers. and

11

IN



BULK DELIVERY—Ben's Bakery, Ltd., Halifax, Nova Scotia, recently received a shipment of flour in bulk, via Airslide car, from Ogilvie Flour Mills Co., Ltd. The shipment inaugurated bulk delivery for the Halifax baking firm. On hand to watch the unloading were E. E. McArthur, Halifax sales supervisor of Ogilvie; Douglas Sawyer, vice president of Ben's Bakery, and W. H. Mackenzie, division freight agent in Halifax for the Canadian National Railways.

Ben's Bakery, Ltd., Inaugurates Bulk Flour Delivery

HALIFAX — The first Airslide car to make its appearance in Nova Scotia recently delivered 100,000 lb. flour in bulk to Ben's Bakery, Ltd., Hali-

At your service . . .

fax, inaugurating bulk flour to the baking firm and the maritime provinces.

Developed originally by General American Transportation Corp., the cars are leased in Canada by the Canadian General Transit Co. to milling firms for fast movement of bulk flour. The Canadian National Railways now owns six Airslide cars. Another five cars are used for shipments of flour to the U.S.

The first shipment to Ben's Bakery was shipped on CNR lines from the Montreal mill of Ogilvie Flour Mills Co., Ltd. At its destination, the flour was removed pneumatically to a tanker truck on the railroad siding and thence on to the bakery's warehouse, where again it was pneumatically conveyed to storage bins.

Ben's Bakery is the first in the Maritime Provinces to receive and store flour in such bulk. From now on, Ben's Bakery will be receiving all of its flour in 100,000 lb. shipments.

The Canadian National first acquired six of the cars in 1954. It was found that they required little maintenance work under normal circumstances, despite the need to keep them in impeccable condition for flour shipments.

The cars are 38 or 42 ft. long and have water-tight, roof-loading hatches. The hopper sections extend the entire length of the body and under these are located the fabric airslides, angled toward the discharge outlets at the center of the car. Slope sheets at 60° angles insure that the car is completely emptied.

George Potts brings 20 years of experience in the milling and baking industries to his new position as advertising sales manager of The Northwestern Miller.

When you're looking for market data, you can always depend on George for help . . . call Franklin 4-5200 or write to him at 2501 Wayzata Blvd. in Minneapolis.

THE MILLER PUBLISHING CO.
Business Journalists Since 1873

Ground Broken For Quaker Oats Pancake Shop Chain

SKOKIE, ILL.—Ground has been broken by the Quaker Oats Co. here at the site of what will be the first of a chain of Aunt Jemima's Kitchens, restaurants which the company is franchising.

The company said the move is believed to be the first time a major food manufacturer has started such a procedure in the pancake line.

The franchise holders will construct and operate the units under a system that calls for licensing fee and a royalty arrangement.

IT'S A FACT!



Quaker Quality is milled in all 4 flours

- WHEAT
- CORN
- BARLEY
- OAT

Quaker represents nearly a century of experience in the milling of quality flours...a dependable source for your every flour need.

THE QUAKER OATS COMPANY

Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Tex. • Los Angeles, Cal.



D

shi con her

nev par tia

wit

giv and agi the the

con

hle

chi

Kno inst

the

den

Kin

eve

was

mor

pacl

that

lenh

Jo Bro

I

HIGHLIGHTS OF FLEISCHMANN'S SERVICES TO BAKERS: THEN AND NOW

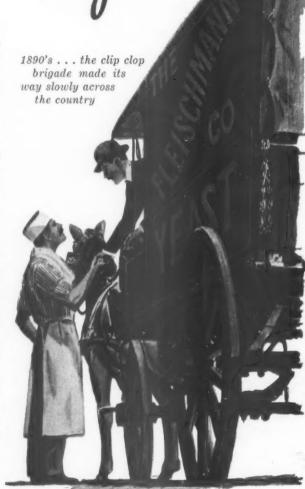
Clip Clop Brigade

Back in the 90's, Charles Fleischmann peddled his yeast from a horse and wagon. He brought bakers more than quality yeast, for he often stayed long enough to show them how to use it, or how to clear up a production problem.

Fleischmann soon had a corps of production service men. This "clip clop" brigade made its way slowly across the country, introducing more and more of the bakers to the product which was fast changing an industry. With them they took the production know-how that has since become a mark of Fleischmann service.

Today, Fleischmann's bakery production service is stronger than ever. Gone are the wagons. Gone is the circuit traveler. These days, Fleischmann's production service is nearer to you—local—for there's at least one bakery production consultant or representative in every Fleischmann District.

Fleischmann promised American bakers production help way back in 1876. It is a promise we still keep—with a bakery production staff that has expanded to become the largest in the industry. Our production service is available to every baker who bakes a loaf of bread. It is a service Fleischmann will continue as long as there's a baker who needs it!





Fleischmann's Yeast

MEASURE YOUR YEAST BY THE SERVICE YOU BET

Drake Boosts Output, Sales of Its Coffee Cake by Automated Packaging

BROOKLYN - The vital relationship of good packaging to greater corporate profits is being illustrated here at Drake Bakeries, Inc., where new packaging machinery, the company states, has resulted in substantial gains in productivity and sales, with a sharp reduction in labor costs.

The drive to accelerate sales, along with stepping up operational efficiency, began three years ago. It followed a market research study which pointed out for Drake management that it could enhance the sales potential of its 21/2 oz. restaurant coffee cake by giving the product better eye appeal and display through improved packaging.

Because Drake lays claim to being the largest producer of coffee cake on the East Coast, such a study—and the new sales goals for this product
—were given high priority in the company's projected planning.

Drake management did considera-ble investigation and finally selected two Model CKDW4 Wrap-King ma-chines manufactured by Crompton & Knowles Packaging Corp. These were installed at the Brooklyn plant. Now the firm has added three new CKDW4 machines to meet increased consumer demand for its coffee cake.

Installation of the initial Wrap-King machines marked the first time that Drake's 2½ oz. coffee cake line ever was wrapped individually. It was given a new cellophane dress to meet the needs of restaurant and luncheonette operators for fresher, more attractive products.

John Mollenhauer, manager of the Brooklyn plant, states that the new packaging is necessary to keep step with-and to move ahead of-Drake's competitors. "We required a package that would meet with high consumer acceptance, naturally," said Mr. Mollenhauer. This new package seems to

STAR OF THE WEST MILLING COMPANY

Only Michigan soft white winter wheat flour FRANKENMUTH, MICHIGAN

George Urban Milling Co. More Than 100 Years of Milling RUFFALO. NEW YORK

have supplied the answer in terms of increased sales (up 300%), and great-

er display appeal, he added. Drake also claims that its packaging innovations have boosted productivity 100% over the previous methods and reduced labor costs by 75%.

The Wrap-Kings operate at a rate of 65 packages a minute to keep pace the Drake high-speed production line—which turns out 1,200 doz. coffee cakes in 1¼ hr. Actually, the machine is reported to perform at top efficiency at a speed of 80 packages a minute.

The coffee cake is fed into the machine via an infeed conveyor, and then transported to and deposited on an elevator head. At this point the coffee cake and a pre-determined cut sheet of cellophane are elevated through a folding die bushing. The folds are made on the underside of the package to obtain maximum visibility of product.

Package Indexed

In the next step the package is in-dexed to a heating station and then ejected on to a belt discharge, where it is carried away to the packing

One feature of this machine is its



PACKAGING—This is a close-up of the Wrap-King machines installed by Drake Bakeries, Inc., at its Brooklyn plant to speed production. The new installations now permit individual wrapping of the bakery's $2\frac{1}{2}$ oz. coffee cakes.

For Quality, Economy and Reliability, Use BROWN'S HUNGARIAN America's Premier Cake Flour

BROWN'S HUNGARIAN CORPORATION 25 Broad Street New York City

SPRING WHEAT FLOURS

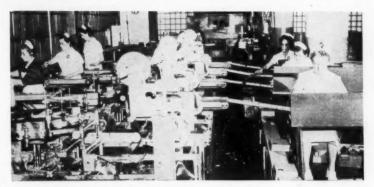
RED WING SPECIAL **BIXOTA**

CREAM of WEST PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.

RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water. Flour Tested and Baked in Our Own Laboratory.



COFFEE CAKE OPERATION-This is an over-all view of the packaging operation at Drake Bakeries, Inc., Brooklyn. The machines operate at a rate of 65 packages a minute. Another important feature, say Drake officials, is the elimination of crumb build-up and easier maintenance compared with previous installations.

almost complete elimination of crumb build-up. The Wrap-King is also ca-pable of wrapping doughnuts, Danish pastries, water rolls, sandwiches and cookies.

Vital Step

Drake also took a vital step to improve operation of its 12-ounce gro-cery coffee cake line. The old packaging equipment, which performed at a 40-package-a-minute rate, slowed production and was unable to meet current standards.

To step up its production, the company installed two Wrap-King CKLP machines. The new equipment performs at 65 to 72 packages-a-minute and keeps pace with the baking oper-ation which produces the larger coffee cakes at the rate of 3,500 in 11/4 hrs.
While there has been no immediate

increase in sales, Mr. Mollenhauer said that because of the new Wrap-King CKLP's, there has been "a 100% gain in productivity and a 75% reduction in labor costs."

In this connection, he pointed out that the CKLP's are in operation "only 8 hours a day, compared to 14 hours for the old machines, thus eliminating overtime work."

Drake Bakeries specializes in sweet goods, cakes, cookies and sweet-yeast dough items. It manufactures more than 50 products which are sold to grocery stores, delicatessens, hotels, vending machine suprestaurants, pliers and schools.

The company has a total work force of 1,260 employees and maintains bakeries in Boston, Long Island City, N.Y., and Newark, N.J., in addition to the plant at Brooklyn.





The wheat harvest is on, thousands of combines moving into fields of golden grain.

Right on the spot, too, are Pillsbury's wheat scouts—gathering samples, rushing them to the nearest Pillsbury laboratory. There, chemists and technicians work around the clock, experimentally milling and baking

the samples. Their findings are speeded back to our grain buyers, who quickly buy only those crops which will measure up to Pillsbury's standards of quality—those will insure uniform performance. (We sharthis information with our customers through frequent up-to-the-minute bulletins.)

e in

9 9

Good bread is made from wheat that's well bred

By working so closely with wheat breeders in a continuing effort to develop new and improved varieties of wheat, Pillsbury makes distribution that only the BEST of every harvest, Tyear after year, goes into the flour you use.

Pillsbury Pillsbury does it

ded

buy to

adfu ugh



June,

ferent

of sto

coveri

tails o

Where

drawe

coupo

No.

On

ing h

the H

vanta 10-pa

BA

signe

nom

adva

syste

prod

and

broc

No

Worth Looking Into

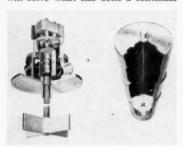


New Products
New Services
New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4489—Bin Indicator

Two Bin-Vue level indicators with flexible shafts—standard and explosion proof—have been announced by Convair. These Flexi-Shaft models will solve what has been a continual



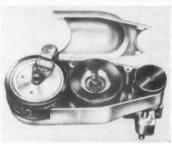
problem for companies using large bulk bins for storage. Bulk materials often build up along the sides of such bins. Although this build-up usually forms a funnel of static material and permits a free flow of materials in the center-it makes level control inaccurate and unreliable. But a top center-mounted Flexi-Shaft Model Bin-Vue assures control at any desired level, it is claimed. Bolted in the Flexi-Shaft indicator's 1/100 h.p. motor turns a 4-blade paddle by means of a torsion spring. The paddle turns continuously as long as no material touches it. If material makes contact with the paddle, it stops. However, the motor continues to run, expanding the spring until it actuates a limit switch. This switch turns off the motor and any other equipment controlled by the Bin-Vue. When the materials fall away from the paddle, the torsion spring reactivates the paddle and unwinds from the limit switch, starting the motor and putting the unit in operation again. For details, check No. 4489 on the coupon, clip and mail.

No. 4490—Resistant Floor Resurfacer

The Garland Co. announces that its Chemi-Top corrosion-resistant floor resurfacer now carries an unconditional, written guaranty covering labor and materials up to five years. According to the manufacturer, this offer is unique and exclusive in the floor maintenance field. Although Garland does not install the material, the company will guaranty the labor used by the customer. Chemi-Top, it is reported, can be applied by plant labor over a week end without loss of production because of "down time." The topping sets for foot traffic in 12 hrs. and will withstand heavy, steel-wheeled trucking after 48 to 72 hrs. It can be feather-edged without loss of adhesion or danger of cracking where trucking crosses the edge. The surface may be troweled to a tile-smooth or slip-resistant finish as desired. For details, check No. 4490 on the coupon, clip and mail.

No. 4491—Coder, Printer Offered

The Teko Coder and Printer, manufactured by Thomas Engineering Co., features a solid inking cylinder made of Porelon, a development in self-contained inks. Porelon is the trademark of S. C. Johnson & Son, Inc., for it's micro-porous, micro-reticulated plastics. The Porelon plas-



tic roller in the Teko Coder eliminates the need for fluid inks, solvents, ink fountains and reservoirs, transfer rollers and their maintenance. Each cylinder holds enough ink in suspension for up to 150,000 marking impressions. The Porelon plastic roller cannot drip or gum up—can be cleaned with one swipe of a damp cloth. When exhausted, it can be replaced in less than 15 sec. It is designed to print from virtually any position including overhead, on any level surface of filled bags, packages, cartons, or shipping containers. Check No. 4491 on the coupon, clip and mail for details.

No. 4492—Blacklight to Detect Contamination

The use of black light in detecting invisible rodent contamination of food products is described in a new brochure called "One Hundred Million Rats." The enormous problem of rodent defiled food is discussed in detail by the publisher, Blacklight Eastern Corp. Techniques and rules for inspection under black light also are given, along with a description of the inspection methods used by government inspectors and sanitar-



ians. For further details and a free copy, check No. 4492 on the coupon, clip and mail.

No. 4493—Bulletin On Conveyor Scales

A new, four-page bulletin, No. 60, on the use of conveyor-scale systems for flow-rate control and total thruput measurement of bulk materials has been published by Weighing & Control Components, Inc. It deals with the use of W-C conveyor-scale systems in conjunction with flat-bed or trough-type conveyor-line systems, fixed or variable speed, to provide inmotion weight measurement. System operation is explained and illustrated with pictorial diagrams. Application and performance data is given on all of the unitized system components. A section of the bulletin describes the application of W-C conveyor-scale systems to a variety of control functions in processing and formulating operations, including ingredient proportioning. For details check No. 4493 on the coupon, clip and mail.

No. 4495—Machine For Identification

A compact machine for stamping individual letters and numbers on all types of identification plates and tags has been announced by the Identification Systems Co. The new Identification Systems Co. The new Identification Systems acarefully designed marking machine for stamping individual letters and numbers on permanent identification tags and plates which are then attached to property and equipment. Other uses include markings on keys, toolroom tags, nameplate badges for personnel, storage bin tags and scores of other identification purposes. A com-



plete catalog explaining this equipment is available together with a list of hundreds of suggested uses. Check No. 4495 on the coupon, clip and mail for details.

No. 4494—Catalog On Storage Equipment

The Penco line of phosphatized steel storage equipment is presented in Bulletin DC-60 offered by Penco Division, Alan Wood Steel Co. This 8-page, 2-color catalog describes and illustrates Penco angle shelving, Tline shelving, steel lockers, book case shelving, steel cabinets, wire basket storage units and service truck shelving. Photographs illustrate many dif-

> FIRST CLASS PERMIT No. 2 (Sec. 34.9, P. L. & R.) MINNEAPOLIS, MINN.

BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67

Reader Service Dept.

Minneapolis 40, Minn.

ferent models of each of these types of storage equipment. Specifications covering design and construction decovering design and construction de-tails of the Penco line are described and pictured. Tables list dimensions. Where applicable, information in-cludes such details as number of drawers, shelves or compartments. Bulletin DC-60 is available without cost. Simply check No. 4494 on the coupon, clip and mail.

, 1960

a free

No. 60,

ystems

l thru-

teriale

ing &

deals

r-scale

lat-bed stems

ide in-

trated ication on all nts. A es the funclating t pro-

mping on all

Iden-Identcare e for num-1 tags

ached

tool-

r per-

res of com-

quina list heck mail

t tized nted

This T-

sket helvJune, 1960

No. 4497—Handbook On Automatic Batching

A comprehensive automatic batching handbook has been published by

the Howe Scale Co. outlining the advantages of automatic batching. This 10-page brochure describes the sim-BATCHING BY HOWE

nle procedures and equipment designed by Howe specifically for economical automatic batching. Specific advantages of automatic batching systems, such as lower cost, improved systems, such as lower cost, improved product quality, increased production and greater flexibility, are described and illustrated. Typical applications of the systems are also graphically outlined. A unique feature of this brochure is a fold-out section which enables the reader to plan a simple support the hetching system for his automatic batching system for his needs. Copies of the Automatic Batching Handbook are available free of charge. Check No. 4497 on the coupon, clip and mail.

No. 4506—Aerosol Insect Spray

Prime, a concentrated insecticide aerosol for commercial use, is offered



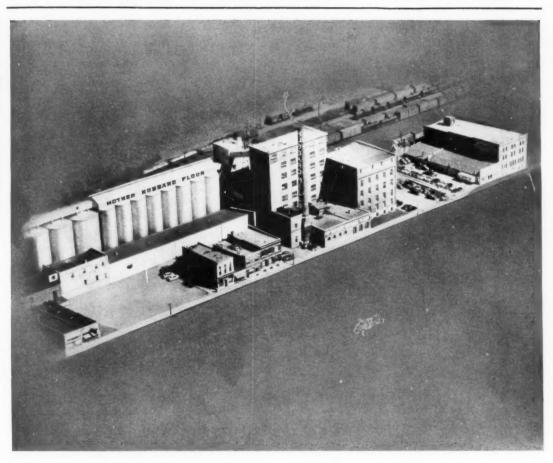
by Cook Chemical Co., for use in food plants, flour mills and similar establishments. Prime features include a "lock open" fogging nozzle for continuous spraying, and a free wall bracket for handy storage. Prime is packaged in throwaway 5 lb., 3 lb. and 1 lb. cylinders. Recommended fogging procedures for all types of business firms are detailed on the reverse side of the package label. To avoid wastful "overfogging," it is suggested that space should be fogged at the rate of only three seconds per 1,000 cubic feet. One 5 lb. aerosol will effectively treat 1,200-1,500 average rooms. The Prime formulation is nontoxic to humans and pets. Prime is manufactured by Cook Chemical Co., manufacturers of Real-Kill household insecticides. Check No. 4506 on the coupon, clip and mail for details.

No. 4496-Wider **Conveyor Belts**

Sandvik Steel, Inc., now offers its steel conveyor belts in widths up to 48 in. The maximum width formerly available was 32 in., although wider belts could be fabricated by longi-tudinally joining two or more nar-rower belts. The new wide belts have been provided primarily to fulfill increasing requirements of the food processing and chemical industries for wider one-piece belts. The belts are available in carbon or stainless steel and are especially trued and flattened at the mill for conveyor application. Further information may be obtained by clipping the coupon and mailing it to this publication.

No. 4499-Line Of Floor Trucks

A heavy-duty series of platform trucks featuring universal caster mounting plates and safety tread plate decks has been announced by



MOTHER HUBBARD THE BLUE RIBBON SHORT PATENT FLOUR

"You Can Always Depend on Hubbard Zuality"

HUBBARD MILLING CO.

MANKATO, MINN.

Quality Since 1879

Magline, Inc. The new models represent an important addition to the company's line of general purpose 4wheel floor trucks for materials handling and, according to company engineers, incorporate a number of improvements. New design features include universal caster mounting plates, permitting use of a wide variety of commercial or industrial rungear arrangements; heavier channel sections with smooth outer surface and rounded corners for mounting full perimeter rubber bumper; deeper handle sockets set into heavier channels that combine with reinforced corners and riveted deck and mounting plates to form a rugged corner assembly. For details, check No. 4499 on the coupon, clip

No. 4500—Cleaner For Food Plants

An alkaline cleaner for food processing has been added to the B-K products line of Pennsalt Chemicals. Called BK-FC, the product offers faster and safer cleaning of floors, walls, conveyors, and exterior surfaces of equipment, the firm claims. Formulated for rapid soil removal, BK-FC removes fats and oils; penetrates oil and grease films; conditions water; is completely soluble in use solutions; and rinses easily from surfaces. Check No. 4500 on the coupon, clip and mail for details.

"Red Chief"

"Wheats Best"

Four Top Notch Spring Wheat Flours—"Direct from the Wheat Fields to You"

Sheridan Flouring Mills, Inc., Sheridan, Wyoming

No. 4501—Lighter Bakery Truck

Recently, the Dodge Truck Division of the Chrysler Corp. made available a new model, ½ ton, stripped forward control chassis designed as Model P-100. The chassis has a 104 in. wheelbase and a small 6 cylinder engine. This model chassis is said to fill the



baking industry's need for a light duty, economy model, forward control chassis for delivery routes. GVW capacity is 4,250 lb. The Model M-7 Minivan Delivery Body, built by Boyertown Auto Body Works, is available for installation on this chassis. It has a payload capacity of 213 cu. ft., with loadspace dimensions 90 in. long, 66 in. wide and 62 in. high. The body is of light weight construction using high strength alloy steel to its best advantages. All body parts are completely primed with zinc chemate before and after assembly. The body is undercoated to inhibit corrosion to

the greatest degree possible. This unit combination of chassis and body is designed for over-all economy of purchase and operation. The driver has direct access to load-space from the cab area and can make deliveries through either right or left hand sliding cab doors. For more information, check No. 4501 on the coupon,

No. 4502—Brochure On Package Tying

A brochure showing the versatility of automatic package tying machines has been announced by B. H. Bunn Co. The booklet describes what a tying machine does, how it operates, and the advantages of automatic tying for such products as bakery foods. Actual thumbnail case histories, based on experiences of Bunn tying machine users, are included in the brochure. The types of wraps possible with the Bunn machine are also explained, along with suggested applications, and a representative group of photos showing typical Bunn machines. For a copy of the brochure, etack No. 4502 on the coupon, clip and mail to this publication.

No. 4503—Wrap-King For Baked Foods

Crompton & Knowles Packaging Corp. has available to the baking industry its Model CKDW Wrap-King for wrapping doughnuts, coffee cakes a n d other baked foods of various sizes and shapes. The machine operates at speeds up to 160 units a minute. An electric eye registers roll stock. Card feeder units are optional. The firm also has available automatic feeders for other products. For details, check No. 4503 on the coupon, clip and mail to this publication.

No. 4504—Polyethylene Packaging Explained

A low-cost polyethylene packaging machine is described and illustrated in a 2-color, 4-page brochure issued by the Sealaround Corp., showing how anyone using poly bags can increase efficiency, reduce material and labor costs. The Seal-A-Round unit produces a package sealed on 3 or 4 sides in one operation. A simple adjusting device permits presetting of loading platform to accommodate packages in varying sizes and thicknesses. The Seal-A-Round, semi-automatic action uses center folded poly stock. Each package is custom tailored to fit without waste. The brochure is available free upon request. Simply check No. 4504 on the coupon, clip and mail.

No. 4498—High Speed Precision Balances

A line of general purpose high speed precision balances, designed for small capacity industrial weighing operations, are now being offered by the Exact Weight Scale Co. Series "K" balances are ruggedly constructed and easy to operate, requiring no special instruction. To minimize op-



erator error, weight readings are indicated with a sharp, shadow-edge light projection on a large, direct-reading, illuminated dial. The completely unobstructed weighing pan, available in a variety of stainless steel and plastic designs, is located on top of the instrument for additional operator convenience. Check No. 4498 on the coupon, clip and mail for details.

No. 4507—Dough Improvers Announced

Crissey Co. (Food Division) has announced the development of two dough improvers. The company states that their new Hi-Q "sweet dough" improver is especially designed for use in "bakers own" formulas for quality coffee cakes, cinnamon rol's and Danish pastries. Also, their new Hi-Q "all purpose" improver is now available as a versatile additive for all types of quality, yeast-raised bakery products (including all types of prepared bases or mixes). Basic advantages claimed with both types of Hi-Q dough improvers are greater volume, finer grain and longer shelf life. For details, check No. 4507 on the coupon, clip and mail.

To bake the best . . .
buy the best!
Quality Bakery Products
NATIONAL YEAST CORPORATION
Chanin Building, New York, N.Y.

CODING AND MARKING

Code dating and marking machines for the flow milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty. Write for information on a specific problem

KIWI CODERS CORPORATION 4027 N. Kedzie Ave. Chicago 18, III.



All Grades

RYE FLOUR

1000 cwts. Flour-250 cwts. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

Milled from choice spring wheat under modern laboratory super-

"Golden loaf"FLOUR

Milled from choice spring wheat under modern laboratory supervision for particular bakers—aged —aerated—bulk or sack loading.

Quality Flour for 59 Years

TENNANT & HOYT CO.
LAKE CITY, MINNESOTA

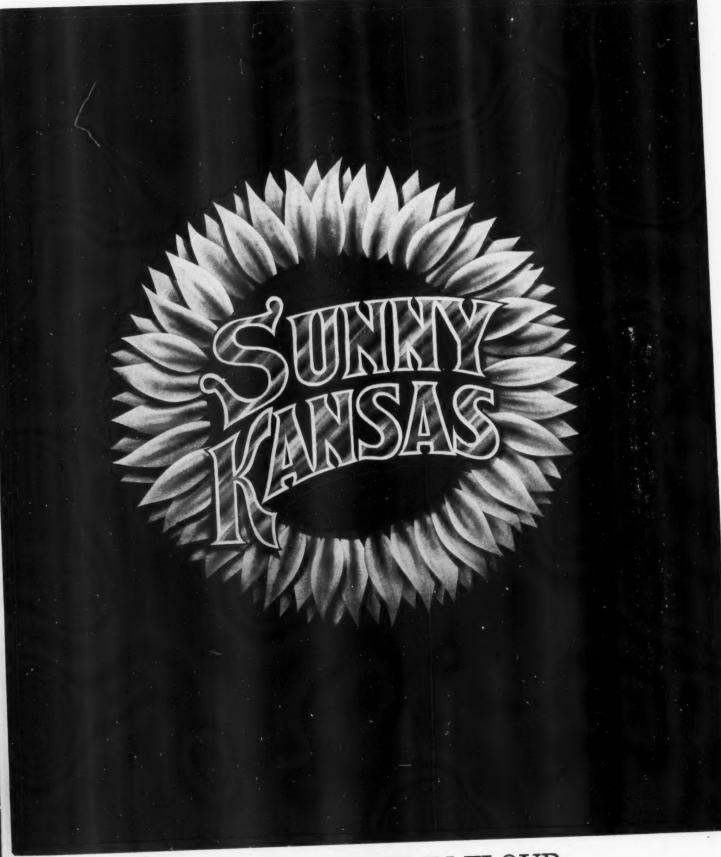
e inedge rectcompan, nless cated addicheck mail

two states bugh" d for s for rolls new now

now e for bakes of c ades of reater

shelf 07 on

co:



STORAGE CAPACITY 3,600,000 BUSHELS A MASTERPIECE IN FLOUR by Wichita Flour Mills, Inc.

DAILY CAPACITY 6,000 CWTS. FLOUR

June, 1

Flour in a Cold Climate Means Condensation

The cult of the bulk has brought with it many problems. Millers shipping in bulk are often aided in the solution of those problems by the manufacturers. But sometimes they have to help themselves. One flour milling firm had a condensation problem and licked it. The story is told by Thomas A. Adler, engineer with the Mill Mutual Fire Prevention Bureau, and in the telling of it he acknowledges the assistance and cooperation of William V. Gannon, vice president in charge of production, Montana Flour Mills Co.

Millers, operating in a cold climate, sometimes find that excess condensation occurs inside their bulk flour cars, be they road or rail vehicles, when "warm" flour and "warm" air from inside the plant are delivered to cars standing outside—"cold". It's a natural physical result in such atmospherical conditions.

The result is a paste-like substance coating the interior car surface. Even balls and lumps form in the flour. Unloading the car at the bakery can be snarled; on occasion the baker finds the flour less suitable than usual for his dough mixes.

Experience has shown, during loading operations, that condensation is somewhat less noticeable when the outside temperature is 15° or more below zero than at slightly elevated temperatures. It has been found that during periods of severe cold, moisture particles in high humidity air are rapidly transformed into frost crystals. In this form they are not readily absorbed into the flour as it is loaded into the cars. But trouble may be encountered when the cars reach a warmer climate and the frost crystals revert to free water.

No matter what, high moisture air at or near the dew point or in any other form is not desirable. What's the answer? The ideal is to remove it at the time of loading and before it is absorbed into the flour.

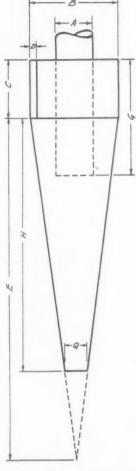
A flour mill in Montana has designed a system simple in design and comparatively low in cost. It does the job and does it in a satisfactory manner at a low operating cost.

Basis of the system is the knowledge that rapidly moving air over the surface of an open pan of water increases the rate of vaporization. It is also a generally accepted fact that high velocity wind materially reduces dew or frost formation on vegetation and on the roofs of buildings.

A refinement of this principle of moisture absorption in a mass of moving air, combined with direction of air flow and control of air volume results in the effective reduction of condensation and free water in a car at the time of loading.

Through experiment and calculation, a ratio of 10 to 1 for exhaust air in relation to air entrained in the pneumatic conveyor has been determined to be nearly ideal. For a pneumatic conveyor operating at 12 lb. pressure and delivering approximately 350 lb. of flour per minute, approximately 250 C.F.M. of air will be entrained with the flour. For this example 2,500 C.F.M. of air must be removed from the car.

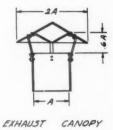
For maximum moisture absorption,

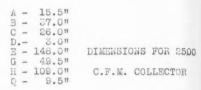


the exhausted air should pass through the stream of flour after it is ejected from the conveyor end. (See diagram of the system below.)

How It Operates

The wire basket over the air intake hatch is merely to restrict the entry of foreign material. When the car is half loaded, the pneumatic conveyor is turned to direct the flour to the





opposite end of the car and the flexible exhaust pipe and cap on the auxiliary exhaust fitting are reversed.

Air velocity in the exhaust air pipe should be sufficient to maintain suspension and movement of any flour dust particles and deliver them to the cyclone collector. The ideal velocity for this system is considered to be 4,000 to 4,500 C.F.M.

The collector can be mounted either inside or outside a building. The collected stock, however, should be handled in a manner to allow salvaging. With proper volume and velocity requirements and with a cyclone collector designed for efficient particle separation, a minimum amount of flour dust will be lost. Experience has shown that less than 100 lb. of flour is collected while loading a custom railroad car.

A cyclone collector with volume requirements of 2,500 C.F.M. should correspond to the dimensions of the accompanying design diagram.

The system, it is pointed out, is equally efficient when used for loading a highway transport truck.

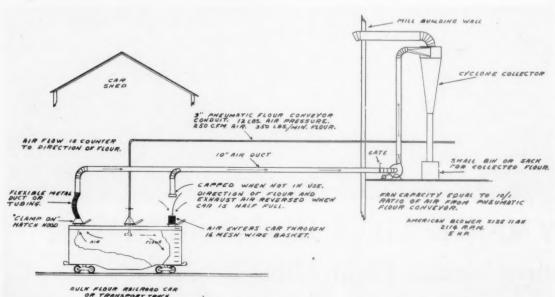
Crown Zellerbach Appoints Director For Planning

SAN FRANCISCO — Raymond O. Jones has been appointed director of long-range planning for Crown Zellerbach Corp., C. S. Cullenbine, v.ce president for administration, announced.

A native of St. Louis, Mo., Mr. Jones joined Gaylord Container Corp. in 1929. When Gaylord was merged with Crown Zellerbach in 1955, Mr. Jones was serving as assistant to the president. In September, 1959, he was transferred to San Francisco to become assistant to the vice president for packaging.

Mr. Jones attended St. Louis Cleveland High School and was graduated from Washington University, where he earned his B.A., in 1925. Before joining Gaylord Container, he was employed by St. Louis Basket and Box Co. and the Consolidated Paper Co.

In his new post, Mr. Jones succeeds Dean O. Bowman, who was recently appointed director of long-range planning for Autonetics, a division of North American Aviation, Inc., in Downey, Cal.



960



















THE BROADER
THE SOURCE OF
SUPPLY
THE
BETTER THE
WHEAT!

This is the secret of the constant uniformity you always find in Morten Milling Company's family of fine flours: variety and magnitude of premium wheat supply. It is known that the quality of wheat varies from year to year in all areas; one year it will be top-quality in a given area, the next year it will not. This is no handicap to Morten Milling Co. for its far-flung grain elevator system gives it such a vast geographical area from which to select its wheat that maintaining uniform excellence is no problem. First choice — always — on premium wheat — that's the story of successful baking flour, and the story of Morten Milling Co.

MORTEN MILLING CO. DALLAS, TEXAS

A Division of Burrus Mills, Incorporated

VIDAS BEST

SHORT PATENT



WHOLE WHEAT



DRINKWATER REGULAR, SEMI-SHORT



WHOLE WHEAT



HI-GLUTEN.

500 R

flexthe rsed. pipe susflour o the ocity o be

eithThe d be saland a cyicient mum
. Ex-

olume hould f the at, is load-

nd O. or of Zel-, vice

Mr. Corp. erged , Mr. nt to 59, he sco to sident Louis' gradersity,

1925. er, he dasket dated sucas re-

as relonga diation,

FTC's Economic Report on Concentration, Integration of Retail Food Sales Released

Sales of Unaffiliated Retailers Display Sharp Decline

WASHINGTON—Bread is one of the principal items which comprise about 90% of the total food manufacturing of chain stores due to stepped-up operations in the past several years. Sixty-three chains reported such activity to the Federal Trade Commission for 1958, compared with 52 for 1954.

The number of manufacturing establishments operated by these chains was 299 in 1954 and 340 in 1958. Other products accounting for the 90% manufactured by the chains, additional to bread, were dairy products, meat and canned and frozen foods.

This information is contained in a 332-page report, submitted to FTC by its Bureau of Economics, on economic concentration and integration in the retail sale of food. The report points up the growing power of the corporate chains—companies with 11 or more stores—and the decline of the independent grocer. However, it concludes that retailer-owned cooperatives and wholesaler-sponsored "voluntary groups" of retailers "have shown a capacity for effective com-

petition with the corporate chains."

Almost 70,000 food retailers were members of either cooperatives or voluntary groups in 1958, says the report. Their combined share of total national food sales for that year was estimated at approximately 33%, compared with 38% for corporate chains.

The growth of food chains and organized groups of independent retailers at the expense of unaffiliated grocers was particularly noticeable in the 15 metropolitan areas selected by FTC for special study.*

According to the report, corporate chains (11 or more stores) increased their share of total food sales in these areas from 29% in 1948 to 44% in 1958. Retailer-owned cooperative member stores increased their share from 8% to 19%, and the voluntary group stores from 5% to 12%. Unaffiliated retailers, meanwhile, dropped from 58% to 25%.

*Altoona, Pa.; Atlanta, Ga.; Bridgeport, Conn.; Denver; Des Moines; Fort Smith, Ark.; Indianapolis; Lubbock, Texas; Manchester, N.H.; Peoria, Ill.; Phoenix; Roanoke, Va.; Spokane; Stockion, Cal., and Utica, N.Y.

The report adds that the figures for cooperative, voluntary and unaffiliated stores are broad approximations based on estimates, but the margin of error is not so great as to leave any doubt as to the over-all trend.

The report also deals with other important changes which have occurred in food retailing and distribution since FTC's chain store studies of 1931-34.

These include; (1) A higher degree of processing by food manufacturers, which has materially lightened the work of the housewife; (2) improvements in transportation, handling, food preserving and distribution methods generally; (3) a continuing shift from separate meat, produce and grocery stores to one-stop food stores; (4) replacement of smaller stores by supermarkets, expansion in size, equipment, and number of items, carried by supermarkets, and location of supermarkets in new shopping centers; and (5) the spread of self-service throughout food retailing.

Volume Operation

"In short," the report says, "food retailing has been in the process of transformation from a family business to a large-volume operation which can properly be called 'big business'." It noted that stores selling over \$1,000 a day (\$300,000 a year) accounted for only 4% of food store sales in 1929, but about 70% in 1958.

The report is based primarily on information obtained by questionnaires mailed in January, 1959, to more than 1,000 business organizations engaged in food distribution. The report estimates the questionnaires secured data on retail stores with about 90% of 1958 grocery store sales. Field interviews also were conducted.

With the issuance of the report, FTC completed the first phase of its "Economic Inquiry Into Food Marketing." This in vestigation was launched in October, 1958, after the commission had received complaints concerning the development in recent years of concentration of power and unfair methods of competition in the food industry. The commission published a 30-page interim report of its study in June, 1959. The report released recently greatly expands the materials in the earlier publication.

materials in the earlier publication.
Dr. Simon N. Whitney, Director of
FTC's Bureau of Economics, pointed
out, however, that the current report
is almost purely statistical in content.
He said it draws no deductions as to
the causes, impact or consequences
of current trends in the food industry. Neither does it explore whether
violations of law were involved, or
whether any particular public policies or actions are required to cope
with these trends

with these trends.

Earl W. Kintner, FTC chairman, said the commission, in the next phase of its study, will investigate purchasing patterns of chains and wholesalers and their relationships with suppliers. He added that "where adverse economic impact, unfair or illegal trade practices, unwarranted discrimination, or other evidence of abuse of free competition are discovered, remedial steps will be recommended."

The current report shows that gro-

cery chains (11 or more stores) are taking an increasing share of the consumer food dollars. From 1948 through 1958 the chains increased sales 118% compared with a gain of 72% for all retail food stores. During the same period, the chains increased their share of total national food sales from 29% to 38%.

One fifth of the sales gain recorded by the chains resulted from acquisitions of other stores, the study shows. Three fifths was achieved by opening new stores, and the remaining one fifth by increased sales in stores already operated.

Acquisitions

The number of acquisitions by corporate food chains increased sharply in 1955, the report states. Three fourths of all stores acquired by chains after 1948 were purchased in 1955-58. Total acquisitions and mergers from 1949 through 1958 (including two transactions whose effective dates were in 1959) involved 2,490 stores with sales of \$2,258 million when acquired. The acquiring chains disposed of 717 of these stores. At the end of 1958, they were still operating 1,773 of the acquired stores, whose sales for that year were \$1,964 million (10% of total sales of all corporate chains).

Coincidental with the rise of the chains has been the decline of unaffiliated food retailers. According to the study, their share of total food sales dropped from approximately 50% in 1948 to about 30% in 1958. This is reflected in the fact that almost 100,000 single-unit grocery firms have gone out of business since 1948.

The report adds:

"While thousands of small food stores have disappeared, many still operate successfully by offering services and convenience of location. Competition for the major share of the consumer food dollar, however, has increasingly come to mean rivalry among supermarkets."

Many independent grocers, the report states, have defended their positions by joining "voluntary groups" sponsored by wholesalers or cooperatives operating their own wholesale

facilities.

The establishment of cooperatives was undertaken by various groups of retailers prior to 1900, the report says, but the principal impetus to the movement came from the increased competition offered by the corporate chains after 1910. Only 3 of the 146 cooperatives reporting to the commission were organized before 1911. Today, cooperatives are particularly strong in the Far West, especially California, Arizona and Utah. California's estimated total of \$2,076 million in retail sales by coopmember stores in 1958 led all states by a wide margin.

Store membership of reporting cooperatives was about 33,000 at the end of 1958. Most of these stores were small with only 4.5% of the total having annual sales in excess of \$1 million (compared with 48% for corporate chain stores).

Total retail sales volume of co-op member stores increased from about \$2.5 billion in 1948 to \$7.6 billion in 1958. This represents a rise from 8 or 9% to 15% of U.S. food store sales. The report adds that these figures are based on estimates and subject to a wide margin of error, but the possible error is not so wide as to obscure the trend.

The 330 voluntary groups which responded to FTC's questionnaire are believed to be close to the national total in 1958. The report says that the number of stores in these groups

The Wafer with the Warranty That Protects YOU

Only Roche* makes it.
It's SQUARE.
Roche originated it.
Roche guarantees it.



Roche engraves the Roche name on each wafer to make sure you always get the genuine square bread enrichment wafer guaranteed and made only by Roche.

Roche identifies each box of genuine
Roche square wafers with the name
Roche on each end of every box

Roche guarantees each Roche square wafer with this warranty

*ROCHE-Reg. U.S. Pat. Off



Look for the name ROCHE—your guarantee on the Wafer with the Warranty. Order from your yeast company salesman today.

FINE CHEMICALS DIVISION . HOFFMANN-LA ROCHE INC . NUTLEY 10, NEW JERSEY

© 1960 HLR INC.

A STANDARD FOR OVER 100 YEARS

ord-ac-tudy l by

cor-rply hree by d in mer-(in-ef-lved mil-ring ores. still ores, ,964 all

the unding otal oxi-

food still erv-cion. e of ver, val-

re-po-ips" era-sale

ives s of oort to in-the

y 3 to fore

co-the

HIGH GLUTEN

WHEAT FLOUR

A PRODUCT OF

June

was nearly 36,000 in that year, or about 15% of all retail grocery stores. Again most of the stores were small, with only about 3% having sales over \$1 million a year.

Retail sales of voluntary group stores were estimated at \$9 billion for 1958 (again subject to a wide margin of error). This would be 18% of national food store sales, compared with 14% in 1948.

Both voluntaries and cooperatives, the report asserts, are faced with the continuing problem of attracting new members and holding old ones. It adds that the progress of these movements "has been made in the face of business failure, or resignation from membership by many stores, and numerous abandonments of entire groups."

The study also states that the voluntary group movement has not only saved many retailers from ruin, but many wholesalers as well. It notes that corporate chains (especially the larger ones) have tended increasingly to purchase directly from producers and processors. In 1958, for example, chains reporting their sources of supply to the FTC made less than 3% of their purchases from service wholesalers.

By establishing "voluntary groups," the report says, sponsoring wholesalers are assured of a steady flow of sales to member stores.

Voluntary wholesalers and retailer-owned cooperatives also engaged in some food manufacturing, the study shows. However, their shipments were only \$43 and \$13 million, respectively, in 1958, compared with \$1 295 million for the chains.

Areas Surveyed

The 15 metropolitan areas surveyed by the FTC staff, and the estimated number of food stores and sales in each area, are:

Altoona, Pa.—The corporate chains (companies with 11 or more stores) operated 25 stores in this area in 1948, but only 18 to 1958. However, sales volume for the chains rose from \$10,309,000 in 1948 to \$19,002,000 in 1958. During the same period coperative member stores decreased from 33 to 22, with sales dropping from \$2,742,000 to \$1,892,000. The number of voluntary group stores was 13 in both years, but sales rose from \$750,000 to \$2,800,000. Other stores (all unaffiliated stores in firms of 1 to 10 units and all specialty food stores) declined in number from 523 to 268, with sales dropping from \$20,-814,000 to \$8,14,000.

814,000 to \$8,154,000. Atlanta, Ga.—Chains had 101 stores in 1948 and 161 in 1958. Their sales rose from \$54,847,000 to \$124,093,000. Cooperative member stores numbered 241 in 1948 and 347 in 1958. Their sales jumped from \$6,280,000 to \$78,950,000. Other stores declined in number from 1,401 to 1,024 with sales dropping from \$64,091,000 to \$53,752,000. No voluntary group stores were reported in this area in either 1948 or 1958.

Bridgeport, Conn.—The number of stores operated by chains dropped from 94 to 84 between 1948 and 1958, but sales increased from \$44,267,000 to \$114,108,000. Cooperative member stores increased from 140 to 230 and voluntary group stores from 40 to 128. Their sales rose from about \$8 million to \$18 million and from about \$5 million to \$17 million, respectively. Other stores declined in number from 1,482 to 738 with sales declining from \$93,383,000 to \$75,892,000.

Denver, Colo.—Chain operated stores increased from 67 in 1948 to 96 in 1958 with sales increasing from \$44,950,000 to \$146,522,000. Cooperative member stores rose from 49 to 156 during the period with a sales gain from \$3,500,000 to \$32 million. No estimates were made for the number of voluntary group or "other" stores for 1948, but their sales for that year were estimated at \$3 million and \$66,873,000, respectively. In 1958, there were 25 group stores and 663 other stores. Their sales were \$17 million and \$50,215,000, respectively.

Des Moines, Iowa—The chains had 22 stores in both 1948 and 1958, but sales increased during the period from \$7,052,000 to \$14,837,000. The number of co-op member stores dropped from 117 to 42 with sales declining from \$3,750,000 to \$3,267,000. Voluntary group stores increased from 10 to 87 with sales jumping from \$3,100,000 to \$33 million. Other stores decreased in number from 436 to 273, while sales dipped from \$35,755,000 to \$35,468,000.

Fort Smith, Ark.—Chains operated four stores in 1948 and two in 1958, but sales increased from \$807,000 to \$1,949,000. No cooperatives were reported in either year. Also no estimates were made on the number of voluntary group and "other" stores in this area in 1948. However, their sales were estimated at \$2 million and \$8,089,000, respectively for that year. In 1958, there were 12 voluntary group stores with sales of \$8 million and 150 other stores with sales of \$8,313,000. The increase in sales for "other" stores was contrary to the general downward trend of independents.

Indianapolis, Ind.—Chain stores dropped in number from 107 to 74 between 1948 and 1958, but sales more than doubled, rising from \$45,800,000 to \$99,021,000. Cooperative member stores increased from 43 to 105 with a sales gain from \$3,642,000 to \$18,898,000. Voluntary group stores rose from 90 to 140 with sales increasing from \$8 million to \$31 million. Other stores declined from 1,204 to 613 with sales declining from \$71,275,000 to \$69,560,000.

Lubbock, Texas—The chains had 15 stores in 1948 and 14 in 1958. Their sales rose from \$7,673,000 to \$19,837,000. The cooperative member stores increased from 13 to 38 with sales gain from \$1,326,000 to \$9,094,000. No figures were available for either voluntary group or "other" stores in 1948. However, in 1954, eight group stores and 199 other stores were in operation, having total sales of \$2 million and \$10,216,000, respectively. In 1958 there were nine group stores with sales of \$3 million and 141 stores with sales of \$7,472,000.

Manchester, N.H.—The chains operated 29 stores in this area in 1948 and 18 in 1958. Sales increased from \$9,861,000 to \$22,415,000. Cooperative member stores rose from 68 to 116 with sales jumping from \$6,119,000 to \$27,505,000. Voluntary group stores increased from 15 to 23 and sales from \$1,970,000 to \$4,770,000. Other stores decreased from 441 to 177 with sales dropping from \$26,402,000 to \$9,118,000.

Peoria, III.—The chains had 34 stores in 1948 and 30 in 1958. However, sales jumped from \$12,908,000 to \$34,981,000. Cooperative member stores decreased from 25 to 21, but sales increased from \$3 million to \$10 million. Voluntary group stores rose from 35 to 79 and their sales from \$5 million to \$20 million. Other stores decreased from 451 to 262 and their sales from \$32,424,000 to \$14,450,000.

Phoenix, Ariz. — Corporate chains increased stores from 23 to 51 between 1948 and 1958, with sales jumping from \$13,575,000 to \$60,317,000. Cooperative member stores rose from \$20,700,000 to \$53,600,000. Voluntary

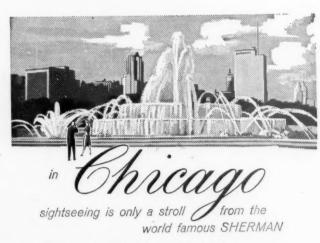
BUFFALO FLOUR
THE WILLIS NORTON

THE WILLIS NORTON COMPANY WICHITA, KANSAS

Moore - Lowry Flour Mills, Inc. Kansas City, Mo.

PRECISION-MILLED FLOURS

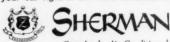




Steps from all shopping, theatres, Lake Michigan, downtown business, many places of interest. 1501 rooms with radio, year-around weather conditioning...TV.

Garage Parking. No charge for children 12 years or under. World-Famous Restaurants—
College Inn Porterhouse—Well of the Sea.

Drive your car right in the hotel





Completely Air Conditioned FR 2-

Chicago's most convenient hotel . Randolph, Clark and LaSalle Streets



15,-

to 42,-oup

\$31 com

1 15 heir 19,oer vith

94,-for her" 954, ther

total nine llion \$7,-

ор-1948 from ative

9,000 tores sales Other with 00 to ad 34

How-08,000 ember 1, but on to stores

sales Other 32 and \$14,-

chains 51 be-

jump-17,000. e from g from untary

879 JR

Inc.

URS



SILK FLOSS COLDEN SEAL SANTA-FE TRAIL FLOURS OF CHARACTER

The Kansas Milling Company

Wichita, Kansas

MILLS IN WICHITA AND MOUNDRIDGE, KANSAS AND MARION, OHIO

group stores rose from 85 in 1954 to 95 in 1958 and their sales increased from \$22 to \$37 million (no voluntary group stores were reported for 1948). Other stores declined from 780 in 1948 to 313 in 1958. Their total sales dropped from \$30,739,000 to \$9,200,000.

Roanoke, Va.—The chains had 14 stores in 1948 and 12 in 1958. Their sales increased from \$6,483,000 to \$16,037,000. The cooperatives advanced store membership from 44 to 61 and sales from \$2,719,000 to \$8,-001,000. No voluntary group stores were reported in either 1948 or 1958.

Other stores decreased from 364 to 242 and their sales from \$20,634,000 to \$19,379,000.

Spokane, Wash.—Corporate chains operated 20 stores in 1948 and 26 in 1958. Their sales increased from \$9,582,000 to \$27,924,000. Cooperative member stores decreased slightly from 113 to 108, but sales rose from \$5,052,000 to \$29,710,000. Voluntary group stores increased membership from 27 to 31 and sales from \$5 million to \$10 million. Other stores declined from 385 to 184 with sales dropping from \$24,361,000 to \$17,483,000. (Note—The 1958 chain store to-

tals include four chain stores with \$7,071,000 in sales that were also members of cooperative groups. They could have been listed with the cooperatives, or divided on a 50-50 basis.)

Stockton, Cal.—The chains had 13 stores in 1948 and nine in 1958. However, sales rose from \$5,862,000 to \$7,813,000. Cooperative member stores increased from 60 to 101 with sales jumping from \$9 million to \$27,580,000. No voluntary group stores were reported in either year. Other stores declined in number from 368 to 282, but sales (contrary to

the general downward trend of independents) increased from \$31,962,000 to \$32,856,000.

Utica, N.Y.—Chain operated stores decreased from 59 to 46 between 1948 and 1958, but sales increased from \$14,773,000 to \$45,025,000. Cooperative member stores increased from four in 1954 to five in 1958 with sales rising from \$400,000 to \$500,000. (No cooperative member stores were reported in 1948.) Voluntary group stores advanced membership from 40 to 113 stores and sales from \$11 million to \$20 million. Other stores declined from 997 to 429 with sales dropping from \$44,409,000 to \$18,814,000.

BREAD IS THE STAFF OF LIFE-

Chicago Distributors Plan Golf Outing

CHICAGO—The 35th annual Chicago Association of Flour Distributors' outing and golf party will be held on Friday, June 10, at the River Forest Country Club, located on Grand Ave. just east of York Road

This year members may again invite guests from the allied trades.

Luncheon is available at 11:30 a.m., and the main golf tournaments will start at 1 p.m.

MRS. BAIRD'S

(Continued from page 22)

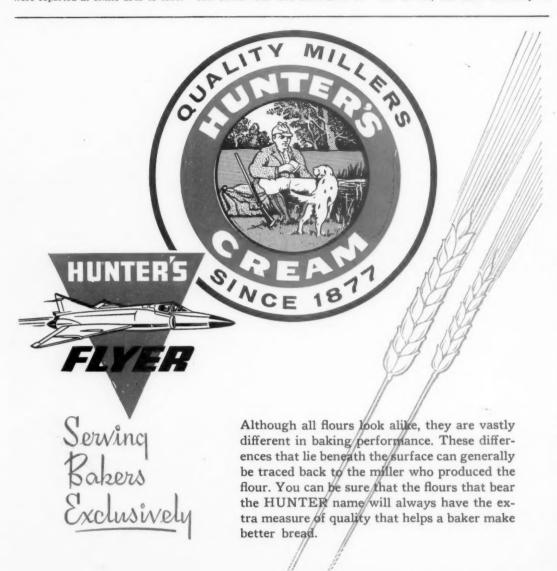
go. "If we're going to get along, we've got to bake more," Mrs. Baird said. From a hotel she purchased a small wood-burning oven — capacity 40 loaves

Their customers came up with the simple trade name, "Mrs. Baird's Bread."

From there it was a matter of periodic expansion and growth. There now are bakeries in Lubbock, Abilene, Fort Worth, Dallas, Waco, Austin, Houston and Victoria, serving almost 7,000,000 customers. Another plant in Fort Worth is devoted exclusively to baking cakes.



NEW UNIFORMS — Mrs. Baird's sales force in Lubbock blossomed out in new blue uniforms last month when they began delivering Mrs. Baird's Bread. The "long and short" of the sales force are shown above Raymond "Shorty" Lester, city saleman, flashing a big smile and a mirror for Dean Neugent, sales supervisor, who has to stoop to make a final tie adjustment. Both passed is spection before going on their first day as Mrs. Baird's representatives





IT PAYS TO BUY FROM HUNTER

rom erarom with 600,ores tary ship rom ther with

SPRING & HARD WINTER WHEAT FLOURS Individually milled SOFT WHEAT FLOURS for cakes, cookies, crackers. RYE FLOURS superior performance! WHOLE WHEAT FLOURS

ribull be River I on Road. n ines. a.m., s will

we've

small ty 40 th the Baird's ter of There , Abi-, Ausing alnother

ed ex-

Baird's med out to month ng Mrs d short'n above ty saled a mires supermake a assed inheir first

June, 1

Se

flou

a co

char

and

inte

and

nee

futi

for

me

tele

fin

by

M

A Combined Program for the Breadstuffs Industry

It Is Necessary for the Good of Wheat Producers, Millers and Bakers

By Steve Vesecky

As a baker and a Kansan, I, too, would like to add my sincere appreciation for the outstanding job you have done in improving the quality of your wheat in the last few years. If there is anything to the old saying, "A good example has twice the value of good advice," you will stand as a tower of encouragement to your neighbors in the Great Plains area.

In fact, if you continue this rate of improvement you will soon put the miller and the baker in the position of the young doctor who was asked how his new practice was going. Excellent, he replied, excellent, in fact I am making enough money now so that I can occasionally tell a patient there is nothing wrong with him.

Thinking back over the last 20 some odd years that many of us here have been associated with the Kansas wheat improvement program, I suppose the greatest sense of reward we all have comes from realization that we are now working with people who get things done.

We, as a group, have accomplished a great deal in the last few years, but much remains to be done. This is my subject for discussion. The title is long. The talk will be short. The title reads like this: "A combined program for the producers and the breadstuffs industries in conjunction with our educational institutions, fed-

eral laboratories and industry organizations."

As the greatest agricultural and industrial power in the world—including first rank in wheat production, milling and baking—the U.S. should be second to none in research and educational efforts in the cereal fields.

As producers, grain handlers, millers and bakers, we do have parallel interests and problems. For this rea-

EDITOR'S NOTE—Mr. Vesecky is with Campbell Taggart Associated Bakeries, Dallas, Texas. His address was delivered before the Kansas Wheat Festival at Dodge City.

son, if no other, we should, as a group, establish in this country a well co-ordinated combined program to take full advantage of all the effort and money now being expended, and to create more if necessary.

Basic Problem

Generally speaking, the farmer's basic problem, aside from the weather and keeping books, is his continuous fight to improve quality year after year and, of all things, his ability to overproduce. The millers and bakers are also faced with a serious problem. The basic problem we face

is a decline in our volume unless we do something aggressive about it. The responsibility is ours individually and collectively. No one else is going to protect our markets for us.

What can we do to protect and increase our markets in the way of an overall, combined program? In 10 min. I would like to discuss five points that many of us believe are essential to such a program.

• First, we should continue to improve our wheat variety research programs in all states and expand our Hard Winter Wheat Quality Advisory Council to include all the major wheat producing states. This organization already includes seven states. By doing so we are bound to speed the soundest development of improved wheats for both the farmer and industry. Remember—wheat varieties do not recognize state boundaries. For that reason this must be a regional program rather than an individual one by states or small areas.

• Second, let us work toward expanding the milling and feed technology school at Kansas State into an over-all cereal school to attract students from across the country to provide a sufficient number of college graduates for all the cereal industries. We badly need more college graduates for all the cereal industries. We badly need more college graduates in the food business with a desire to work and something between the ears to work with, if we are going to progress and maintain our share—and your share—of the food dollar. Nothing would suit us better than to attract your boys from the Great Plains to come into the food industries after they have completed their college training.

● Third, and most important of all, we need to expand and co-ordinate fundamental research on wheat and cereal products. By way of explanation, fundamental research is the kind that produces the facts with which applied research works to solve our problems. It is the root of the plant. Without roots a plant dies. Without facts developed by fundamental research, applied research cannot be carried on for long and will die or become ineffective.

Fundamental Research

It is the considered opinion of many that we must do more fundamental research all the way from the plant breeder to the processor to the consumer—no less.

The way to do this fundamental research is by co-ordinated effort through our industry research facilities, our universities, our federal laboratories and our research foundations, taking intelligent commercial advantage of all the work and money now being spent. Experience has taught many of us in industry that fundamental research is too expensive for individual companies to carry on alone. Most of this kind of research should be carried on in our universities and federal laboratories with the tax monies we, as taxpayers, are already furnishing.

To reap maximum benefits from such a co-ordinated research program it seems to me we should do

the following as a start:
1. Provide industry guidance, particularly as to what needs to be

worked on most, and how much and what kind of research to do. 2. Set up a "hard-boiled" organiza-

2. Set up a "hard-boiled" organization that would be made up of representatives from the following groups: The various state universities and federal laboratories; the baking and milling industries; the American Institute of Baking; the Millers Technical Advisory Committee; and research specialists of national reputation, and possibly other organizations.

This organization would decide what needs to be worked on, who is to work on what and, in general, gu'de, counsel and check the progress.

3. Establish a center for cereal grain research to act as a clearing-house for the research work being done.

The logical place to center a good part of this work, particularly the final testing and the "clearing house" arrangement, is where we already have most of the facilities needed. Kansas State University, with its excellent facilities in agronomy and plant breeding, the new \$1.5 million milling and baking and research facilities, the feed technology department, the cereal chemistry division. the nutritional study facilities and many other departments, make this institution a logical choice to center this activity.

Understanding Needed

Gentlemen, in the world of the future fundamental research must find wider popular understanding and support.

There is so much we do not know about that little kernel of wheat. Dr. Cotton, research director of Continental Baking Co. and an expert in this field, will tell you that we need more fundamental information on the chemical composition of wheat and flour and the inner action of its various components.

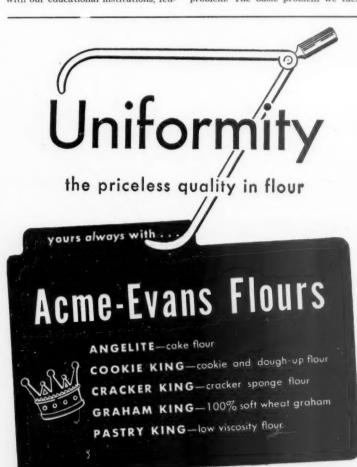
We need to be able to take protein apart and put it back together as we would a clock. Once we find what makes protein "tick" we will have accomplished a major break-through as important to the food industry as Einstein's theory of relativity was to the release of atomic energy.

Our trouble in the food industry is that too many of us see with our minds and not with our eyes. We look at things and only see what our minds tell us to look for. Our views are dictated by our habits of thought. With new break-throughs in fundamental and applied research we will be able to see our own businesses with clear and unclouded vision.

● Fourth, continue our applied research with new vigor. Apply all the facts derived from fundamental research to solving our problems of improving quality, new products, improved old products, new processes or improved old processes, new uses, new markets.

• Fifth, co-ordinate promotional efforts and activities of the various state wheat commissions, the Great Plains Wheat Market Development Assn., the Bakers of America Program, and the millers' Wheat-Flour Institute program. In doing this let us not forget that our greatest market for wheat and wheat products is right here at home. These various

(Turn to VESECKY, page 42)



Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

oups:

and n In-

tions.

neral

ereal

good

ouse'

eded.

s ex-

sion

this

find

sup-

nou

and

tein

vhat

ac-

s to

the

and illion

Watch for the completely new Northwestern MILLER in July

Two-Year Study, Reader Surveys Set Pattern for New Magazine

For the past two years The Northwestern Miller conducted an intensive study of types of current business literature available to flour and commercial bakery executives. Included in this study were several informal surveys of reader attitudes. Based on their investigations, the editors of The Northwestern Miller formulated a completely new publishing concept.

In recent years, the study revealed, a torrent of technological changes in an increasingly competitive market emphasizes a new and growing editorial need. More than ever before management is interested in production problems . . . as a means of cost control and as a method of improving their competitive position.

More than ever before the young, aspiring executive-of-tomorrow needs a reliable and convenient means of preparing himself for future responsibilities.

More than ever before minutes mean money to the individual and to his company. Never have so many competing factors fought for those minutes at the office and at home . . . meetings, memoranda, correspondence, conferences, magazines, newspapers, television.

Where in his time-squeezed schedule does today's businessman find time to find out about the things that vitally affect his company and his job?

In keeping with its tradition of service, The Northwestern Miller plans to meet these needs with . . .

- A New Editorial Emphasis concentrating on the interpretation and analysis of significant industry news, including important technological developments. Milling technology and commercial baking will be featured in alternate issues which replace the monthly publications, Milling Production and The American Baker.
- A New Format, standard magazine size, which means easier reading, handling and filing.
- A New Publishing Frequency . . . every-other-week, to allow time for the necessary editorial backgrounding and preparation . . . and more reading time for subscribers.
- A New Circulation List packed with purchasing power, more than 3,000 flour milling executives, plus more than 2,000 bakery flour buyers and 2,000 milling technologists. The latter two groups will receive alternate issues which will include, respectively, special editorial emphasis on commercial baking and milling technology.

In this manner the new MILLER makes tradition match today by providing readers with the information they need to know in order to keep pace in a keenly competitive market and by presenting this information in concise, easy-to-read style. The new MILLER will be, in fact, a convenient, practical and continuing "post graduate course" for executives and management personnel. The new MILLER will make its debut in July, 1960... the first major change in 87 years of successful publishing. The publishers, editors and the entire staff of The MILLER are dedicated to maintaining the tradition of service which distinguishes the history of one of the nation's oldest business publications.



Cover of the pilot issue of the new Northwestern MILLER provides a new "wrapping" for a new editorial concept, including many new features and departments.

Whatever your interest in flour ... management, production, technology, baking ... you will find the new MILLER a most valuable source of information. And, you will like the new MILLER's bright, perky style. Will you be receiving your own personal copy of the new MILLER? If not, fill out the subscription form below and mail today.

to: Circulatio	on Dept., The Northwestern Miller, P.O. Box 67, Minneapolis 40, Minn.
E Enter	My Charter Subscription to the New MILLER
2	☐ 1 year for \$4 ☐ 2 years for \$7
	Position
City	State(zone)
	☐ Bill me ☐ Payment enclosed

Convention Calend

MOLASSES

FOR ALL YOUR

BAKING NEEDS

For nearly a century, MOLASSES has been our business and over the years, we have developed the finest varieties of baking molasses.

Our Technical Staff and Laboratories are constantly develop-

ing new ideas and formulas to help bakers increase their sales

If you have not already received your copy of our booklet of 95 tested formulas—"BAKING MOLASSES . . . that made MOLASSES flavar famous"—write us today; we'll be glad to

Order your molasses requirements from our nearest office . . .

AMERICAN MOLASSES COMPANY

Packers of all grades of Molasses and Syrups

Dept. BM

120 WALL STREET, NEW YORK 5, N. Y.

of baked goods. This service is yours on request

for prompt, direct delivery.

Stocks carried at

strategic points in

the U.S. and Canada.

Plants at: Brooklyn, N.Y.

Boston, Mass.

Chicago, III.

June

June 11-13-The Bakers Association of the Carolinas, annual convention; Myrtle Beach, South Carolina; sec., Mary E. Stanley, P.O. Box 175,

Rockingham, N.C.
June 23-27 — Bakery Equipment
Manufacturers Assn., annual meeting, Key Biscayne Hotel, Key Biscayne, Miami, Fla.; sec., Raymond J. Walter, 511 Fifth Ave., New York, N.V.

June 26-28-New Hampshire-Versec., Cal Gaebel, General Mills, Inc., mont Bakers Assn., annual convention; Wentworth Hall, Jackson, N.H.; 214 Harvard Ave., Boston 34, Mass.

July

July 24-27—West Virginia Bakers ssn.; 1960 convention; Greenbrier Hotel, White Sulphur Springs, W.Va.;

sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2, W.Va.

September

Sept. 11-13 - Southern Bakers Assn., annual production conference; Dinkler Plaza Hotel, Atlanta, Ga.; sec., Benson L. Skelton, Henry Grady Bldg., 26 Cain Street, N.W., Atlanta

Sept. 13—Bakers Courtesy Club of Pittsburgh, annual bakers clinic and tri-state convention; Webster Hall Hotel, Pittsburgh, Pa.; sec., John P. Byrnes, 1133 Penn Ave., Pittsburgh.

Sept. 15-16—Virginia Bakers Council, Inc., 1960 Virginia Bakers Conference; Williamsburg Lodge, Williamsburg, Virginia; sec., Harold K. Wilder, 5 South 12th Street, Rich-mond, Va.

Sept. 17-20-New Jersey Bakers Board of Trade, Inc., annual con-

Packed in 5-, 15-,

30-, and 55-gallon

Los Angeles, Calif.

New Orleans, La.

Wilmington, N. C.

CALENDAR FOR 1960-61

JUNE					1	JULY							AUGUST						SEPTEMBER									
S	М	T	W	1	Г	F	S	S	М	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
5 12 19 26	6 13 20 27	7 14 21 28	15 22 29	2:3		3 10 17 24	4 11 18 25	3 10 17 24 31	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28	1 8 15 22 29	9 16 23 30	7 14 21 28	8 15 22 29	9 16 23 30	3 10 17 24 31	11 18 25	5 12 19 26	13 20 27	4 11 18 25	5 12 19 26	13 20 27	7 14 21 28	1 8 15 22 29	9 16 23 30	3 10 17 24
OCTOBER NOVEMB					BE	8	DECEMBER						JANUARY															
2 9 16 23 30	3 10 17 24 31	4 11 18 25	5 12 19 26	2		7 14 21 28	8 15 22 29	6 13 20 27	7 14 21 28	15 22 29	9 16 23 30	3 10 17 24	11 18 25	5 12 19 26	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28	1 8 15 22 29	9 16 23 30	3 10 17 24 31	1 8 15 22 29	9 16 23 30	3 10 17 24 31	4 11 18 25	12 19 26	13 20 27	7 14 21 28
FEBRUARY					MARCH						APRIL					MAY												
5 12 19 26	6 13 20 27	7 14 21 28	1 8 15 22	1:	2 9 6 3	3 10 17 24	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28	1 8 15 22 29	9 16 23 30	3 10 17 24 31	4 11 18 25	2 9 16 23 30	3 10 17 24	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28	8 15 22 29	7 14 21 28	8 15 22 29	9 16 23 30	3 10 17 24 31	4 11 18 25	5 12 19 26	13 20 27

vention and exhibition; The Berkeley Carteret Hotel, Asbury Park, N.J.; sec., Michael Herzog, 48 Claremont Ave., New Brunswick, N.J.

Sept. 18-21-Missouri Bakers Association, fall outing and meeting; Arrowhead Lodge, Lake Ozark, Missouri; sec., George H. Buford, 2214 Central Avenue, Kansas City 2, Kan-

Sept. 24-26-Southwest Bakers Asociation, annual convention; Herring Hotel, Amarillo, Texas; sec., J. R. L. Kilgore, P.O. Box 127, Albuquerque, New Mexico.

October

Oct. 2-Kansas Bakers Assn., annual fall meeting; Allis Hotel, Wichi-ta, Kansas; sec., Warren M. Burke, 3232 Roanoke Rd., Kansas City, Mis-

Oct. 15-19-American Bakers Assn., annual meeting and convention; Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, III.

Oct. 16—Bakery Equipment Manufacturers Assn., fall meeting; Hotel Sherman, Chicago, Ill.; sec., Raymond J. Walter. 511 Fifth Ave., New York 17. N.Y.

Oct. 24-Connecticut Bakers Assn., annual convention; Hotel Stratford, Bridgeport, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 16,

November

November 5-6 — Nebraska Bakers Assn., annual convention; Town House, Omaha, Nebraska; sec., Louis F. O'konski, Jr., Standard Brands, Inc., 1806 Chicago St., Box 1042, Omaha, Neb.

Nov. 14-15-New England Bakers Assn., fall convention; Sheraton-Plaza Hotel, Boston, Massachusetts; William E. Bowman, 945 Great Plain Ave., Needham 92, Mass.

1961

January

Jan. 14-17-Ohio Bakers Assn., annual convention; Carter Hotel, Cleveland, Ohio; see, Clark L. Coffman, Seneca Hotel, Columbus, Ohio.

Jan. 29-31-Potomac States Bakers Assn., 45th annual winter convention; Lord Baltimore Hotel, Baltimore, Md.; sec., Edwin C. Muhly, 1126 Mathieson Building, Baltimore, Md.

February

Feb. 3-5-Bakers Association of the Carolinas, annual stag outing; The Carolina, Pinehurst, N. C.; sec., Mac Inscoe, V. C. Ambler Co., Paris,

VESECKY

(Continued from page 40)

organizations are already cooperating some extent. Much more can and should be done in this direction.

No industry can afford to remain

on the defensive forever, no matter how good that defense may be.

Let us be the ones to lead the way in setting up a combined program to improve our wheat and give the miller and the baker the highest quality

raw materials.

Let us be the ones to set up an overall cereal school to produce university graduates for all the cereal industries. Young men with a desire to work and something between the ears to work with, to take the responsible positions in the cereal processing industries so that they might find ways to produce and sell more and more wheat products and use more and more of your wheat.

Let us set up a co-ordinated fundamental research program that will break through the old barriers and open the way for applied research to find ways to benefit the producers, the processors and the public.

Let us be the ones to further coordinate the promotional efforts directed at increasing consumption of wheat products and creating new

In closing, I would like to say this: In the food industry, of which you are a large part, there is no security —only opportunity. It takes action to take advantage of opportunity, and they say fortune smiles on men of action. If we have the courage to plan for the future, and I believe we do, we will take action on this combined program and let good fortune smile on all of us.

all white BIRCH 7-ply 3/8" PEEL BOARD

uniform grain, rounded edges outlasts all other boards

LOW, LOW PRICE FAST, FAST DELIVERY

from east and west coast warehouses Write, Wire, Phone TODAY

american DIYWOOD 120 E. 56th St.
New York 22
CORPORATION Plaze 1-3236

the ment t 24 hou It fo ucts a within can, m same I results EDI genera Cooper addres Texas

June,

B wover fr

24 hr. Witl any bu condit. of us sufficie we ha why d But

to the

"facto

which

those gentle toughe is kee hungr their other By many a pos

pened somet be ou month loss s ten th partic 'Histo

By and lo ter ov you ca The rectin

wrong suffer profit reflec mean Of ment

it is v porta at it things vow 1 the n next

eryth that r than the n

It i

guide credit

The Working Tools of a Bakery Operator

By JOHN E. LANGE .

B AKING is the type of business where there is a complete turnover from raw materials to sale of the merchandise and the cash payment thereof, or its equivalent, every 24 hours.

It follows, therefore, that if products are completed and marketed within 24 hours the various operations can, more or less, be controlled in the same period of time.

The costs of operations are the final results. It is the things that lead up

EDITOR'S NOTE: Mr. Lange is general manager of American Bakers Cooperative, Inc., Teaneck, N.J. His address was presented before the Texas Bakers Assn. in Austin.

to these costs, or shall I say, the "factors" that lead up to these costs which are to be controlled during the 24 hr. period. Thus, we might call them controllable cost factors.

Without proper control of costs, any business is apt to find dangerous conditions ahead. The trouble is many of us feel we either have proper and sufficient records or else figure that we have come along fine so far; so why do we need this stuff now?

But it is time we strive to control those factors. I need not tell you gentlemen, it is getting tougher and tougher as we go along. Competition is keener; some bakers are getting hungrier and hungrier, chain store and supermarket inroads present their problems; higher salaries and other costs keep mounting.

By controlling your costs or a good many of them each day you are in a position to remember what happened yesterday. If you wait to do something about a cost that might be out of line until the end of the month when you get your profit and loss statement, then you are in a spot where you probably have forgotten the causes which made for this particular high cost.

'Historic' Statements

By the time you get your profit and loss statement it is history, water over the dam. There is nothing you can do about those figures—they are finished.

The figures you get each day are those with which you work. By correcting anything today that went wrong yesterday, you are going to save the loss you would normally suffer the rest of the month. Your profit and loss statement would then reflect a lower cost. That is what I mean by controlling costs.

Of course, the profit and loss statement at the end of the month, while it is water over the dam, is very important. You can take a final look at it to determine some of those things you have missed, and then vow unto yourself not to miss them the next time. Just be sure that the next time is not beyond the time.

It is essential, therefore, to do everything possible to correct anything that might be wrong each day, rather than wait 30 days until the end of the month.

The engineer has his slide rule, his drawing board, his blueprints to guide him.

The banker has, besides his money,

credit information sources, invest-

ment rules, loaning policies, etc., as tools of his trade.

The builder and the mason have their plumb, level and square as tools to guide them.

So it goes in all types of trade. Without these various tools the different artificers, or the professional men, would be unable to function properly.

The baker, likewise, has his tools. Some are tangible and others intangible, but all of the various trades—including the baker—have besides their tools, the brains which help them to use the tools properly, if and when they will.

What are these various tools of the baker, either the tangible type or those that guide and help him to perform efficiently? The tangible type would be thermometers, scales, thermostats, all in addition to the tangible machinery and equipment which perform the various bread making operations. In addition to these various pieces of equipment, which are more or less manually operated, are those types of tools that the baker requires as guides in the over-all operation of his business for securing greater quality, efficiency and profit.

I refer specifically to those tools that will allow him to obtain immediate information. In turn, this information becomes his tool to guide future activities.

Desired Results

A tool, properly used, will secure desired results. Let us say that you wish to drive a nail with a hammer. Unless you hit the nail squarely on the head, you won't drive the nail in, and besides, you can't drive the nail without a hammer. If you take a level but don't look at it correctly, it will give an incorrect result somewhere along the line. The same is true with the type of tools that I would like to talk about in the baking industry.

I have mentioned the daily control of those operations which cause high or low costs. By obtaining proper and timely information to know that a particular cost has gotten out of line due to a certain reason, you are in a position to scout out what that reason is and then take the proper corrective steps to adjust the conditions causing the high cost.

That is the type of tool to which I am referring. Again let me say that you can have all kinds of tools to work with, but unless you take them—shall we say out of the tool box—and use them properly, you may as well not have the tools in the first place. Therefore, it is important that you work along in a systematic manner in the use of these various tools.

First of all, the most important tool that you can use is figures. If you know your figures, know them on time, and then do something about those figures that reflect inefficiencies, you cannot help but eventually have results that are satisfactory.

If however, you have these figures; if you know that something is wrong and don't take definite steps to see that the wrong is corrected, you will not accomplish the results that you are after. Having figures and communicating them properly to various employees will, first of all, help morale of the organization and, secondly, the profit of your organization.

Let us not forget, unless we are

told the results of our work, we are prone to think everything is going along satisfactorily. On the other hand, by hearing the results regularly, making comparisons with our goal, we all do a better job, and at the same time, are made to feel that we are individuals who have a part in the works. I believe that human nature was forever thus.

So, when you have the figures, find out quickly what is wrong. Then do something about it right away. This is the soundest advice you can receive under any circumstances.

Controllable Cost Factors

What are the various controllable factors included in this tool I mentioned?

In the shop you have the invisible losses of material. Material represents approximately 30% of the total cash expended. This is of sufficient import to give considerable attention. Are you test weighing materials and flour into your bakery? Are you test checking the count of supplies, etc., that come into your bakery? Are you comparing the amount of materials or supplies that come into your bakery, compared with amounts that the shop reports as having been used? Are you comparing the yield of units produced from the amount of materials and water which you are using; that is, are you determining loss or gain in scaling?

Are you checking to see that you are getting the proper moisture in the dough or absorption? Are you using too much dusting flour or pan and trough grease and divider oil? Are you making sure that each employee in the shop is getting a sufficient output per hour, etc., etc.?

Many of these items will not only cause a higher cost, but likewise these inefficiencies can affect your quality or uniformity.

In the sales department we have controllable cost factors such as stale returns, route averages, excessive miles traveled or the amount of sales obtained per mile, high vehicle cost, etc.

These are some of the controllable cost factors which actually are the tools provided for future activities. If you will use these tools properly and find out what is wrong, or what caused an exceptionally poor figure during the day in question, you are in a very fine position to correct and eliminate the same thing happening tomorrow, next week, and the rest of the month.

Then, when you see your profit and loss statement, either you will have a figure that has been controlled by you, or you will have a figure that will cause profit to be considerably lower than it would have been had you kept your costs under control.

Tests to Apply

Another tool which should be used to considerable extent in a bakery is what we call a profit or loss report on each individual variety.

At normal intervals throughout the year, or when any abnormal condition might require it, the average bakery should make time study and cost tests on each and every variety that is produced.

In making such a study, it requires actual clocking of time spent by each employee on each variety over one or two days operation. This refers,



John E. Lange

of course, to production of the varieties.

The material cost which is determined from your formula, plus the wrapping supplies necessary to wrap the variety, plus the actual labor as determined by the time study I mentioned, and a predetermined amount of overhead, which, of course, includes certain shop overhead items, administrative expense and selling expense. All of these, when totaled and compared against the selling price of the item (less, of course, an actual percentage of stale return), should give information on whether the item is profitable or is showing up as a loss.

Very often certain items must be retained as matters of policy in a bakery to preserve a certain amount of sales of other items.

However, if an item is showing a loss, and this loss is greater than the overhead the item is absorbing, then it is time to eliminate that variety. If, on the other hand, the overhead which that item has been charged with is greater than the loss, then it is profitable to retain the item on your list.

Otherwise, that overhead would have to be charged to some other item. While you would be saving a certain amount of loss on one variety, the greater a mount of overhead would be absorbed by other items, which might, in turn, be thrown into a loss.

In addition, by knowing which items are showing the greatest amount of profit or loss, you are in a better position to determine which varieties should be pushed saleswise over other items.

Naturally, items showing the greatest profit, or those items which will carry the greatest amount of prestige for you, will be the ones to push, rather than the loss items. Thus, it will not be a case of "the more you sell the more you will lose."

A Lot of Work

Many plants have been prone to think that this is a lot of work. Why bother with it? We know when an item is profitable and when it isn't, so why go to all that fuss?

isn't, so why go to all that fuss?

I agree, it is a lot of trouble.
But so is it a lot of trouble to get up in the morning and go to work, even for you executives. I say further that it is just as easy to do a job the right way as it is to do the same job the wrong way. While it is not as easy to do the job the right way than not do it at all, the fact still

60

and
nain
tter
way
n to

an unireal sire the re-

rocight nore use funwill

will and h to eers,

didin of new

you rity n to and f ac-

plan do, ined mile

remains it is much easier at the end of the period, when the results are showing more satisfactorily and the fruits of your labors become so pleasantly apparent.

So much for that tool.

Route Profit and Loss Statement

There was never a period in history when knowledge of route layout, route time studies, classification of customers, knowledge of how to increase sales output per man per day, know-how of selling a line, and increasing sales per stop were more vitally needed. So I suggest for your consideration another tool used by the progressive baker, the profit and loss statement." "route

Of course, conditions of the normal route cannot change often enough to require this set of figures to be made up too often. It has been found that a so-called "seasonal route" profit and loss statement will give the necessary figures to provide you with the proper tools. I mean a route profit and loss statement pre-pared in the middle of the spring, in the middle of summer, the middle of fall and the middle of winter.

Thus, you take into consideration various major changes that occur throughout the year caused by sea-

sonal fluctuation of population, etc.

The route profit and loss statement will reflect the total load less the stale returns by departments, showing net sales, against which the material cost by departments, gether with the shop expense and ad-ministrative expense applicable to each department will, when deducted from net sales, give you the plant cost and plant profit.

Then, after deducting the actual salesmen's salary and the proportionate supervision salaries applicable to each individual route, the other selling costs, such as selling supplies, any allowances, repairs, depreciation, etc., plus the actual cost of the truck operation on that route, will then give

you the profit and loss on the route. Again, this is your tool. Let us do some work with this tool: Let us calculate the following factors which occur on a route and which will divulge the weaknesses or the strength of a given route:

1. The average miles traveled by the individual routes per day.

2. The average number of customers served per route.

3. The average daily sales per customer

4. The average customers per mile of travel. 5. The average sales per mile of

travel.

6. The miles per gallon of gasoline.7. The average percentage of stale returns.

Of course, in the route profit and loss statement, each individual route's figures on all of the foregoing will be

The figures and information are complete on every route and in your hands. It is time to sit with sales management, with the route supervisor, and certainly the salesmen themselves. In a spirit of mutual cooperation, each route should be analyzed.

1. Do we drive too far?

2. Have we too few customers on

the route?
3. What is our market position?

4. What particular help does the salesman need, what products need promotion?

5. On this route, what is the wise manner in which to spend our advertising allocation?

The simple fact that the salesman knows that "you know" his individual

route conditions and are taking the time to show him his problems are yours plus the fact that management has a particular interest in him, and in his improvement, will be one of the most impressive management actions you have ever inaugurated.

Management Will Learn

And from our past experiences, we can assure you management will learn just as much as the salesman I have seen cases where they learn

The miles per gallon of gasoline, of course, should definitely be checked. Not only should the miles per gallon of gasoline be determined at the end of each accounting period, but a figure should be given to the salesmen telling them what their average miles per gallon of gasoline were each

Any great deviation from normal should be called to their attention, and efforts should be made to find out why such a condition occurred. Such a thing may also enable you to revise, if necessary, the routing of your trucks on their territory.

Cost Comparison

Another tool is comparisons.

You can compare against your own past results or a budgeted goal, or with other plants. The difficulty with comparing against your own previous results might be that, while you might have an improvement over a prior figure, it may be that the prior figure in itself wasn't overly good and you might become more easily satisfied.

Whereas, if you have goals set by other efficient plants, you are in a position to see how your figures compare against that particular plant, or plants. Then, knowing what particular costs are out of line, you are in the position of using the rifle method of aiming, rather than the shotgun method. In the one case you can aim for the bull's eye, and in the other case, you can hope that you will hit something with the scattered shot.

Then you have imagination to fall back on in many cases.

Just recently I saw a good illustration of this in the following conversation: A visitor asked three stone cutters who were working in a quarry, "What are you making?" The answers were, "\$10 per day," from the first, "A block of marble," said the second, and "A Cathedral," was the reply of the third.

Vision, imagination and the ability

to see beyond the immediate details are rewards of the job. Some cannot see the forest for the trees. But use of imagination and vision is always a tool that you can resort to for results. If you use that tool properly and effectively, you cannot help but do a job.

Market Survey and Route Analysis

This analysis is taken by supervision at least once a year—preferably twice a year—in the spring and fall. In order to do a thorough job, it will take a supervisor two days per route.
The reasons for spending time

doing a market survey are many.

Information is vital if we are to combat our competition. There are many factors to be found when you take a route analysis that will help plan your future merchandising and advertising programs. Here is a par-tial list of the information you receive from a route survey:

1. Sell-off for each baker in every

2. Sell-off for each baker on a route by route basis.

3. Sell-off for each baker for your entire market area.

4. Carryover percentage for each baker in every store, on every route and for every baker in your entire market area.

5. Rack position for each baker in every store.

Number of first positions, second positions, etc., for every baker on each route, and for every baker in your entire market area.

We feel that a type of survey sheet should be used regularly by each baker so that he can determine, in addition to what I have just mentioned, at any given time the following:

Trends in his market.

b. Which competitors are actually progressing or slipping.

Potential on each route.

d. Rack activities by each baker. e. Advertising activities by each

This is an ideal time of the year to start such a program. As mentioned, it takes two days per route to complete such a survey. Forms should be made in advance to include the stores, addresses and phone numbers in the sequence in which they are served.

On the first day of the survey, the foregoing information is checked for accuracy. This enables us to keep a comparatively current list of grocers' names, addresses and telephone numbers, should we need them, for direct mail or contacting our salesmen.

First Day's Survey

Also on the first day, the supervisor will list all competitors serving each store and the amount of white breads, buns, etc., that each company builds up to for that given day. In order to do this, we must be behind competition this day.

The supervisor should also check amount, type and condition of all bread advertising in each store. We also should know who owns the rack and what position each baker has on the rack

On the second day of the survey, we must precede competition as much as possible, so we may record each baker's carryover on the items listed the previous day. We should also re-check on the advertising used in each store.

Compiling the information on each route can be very enlightening. The information recorded here will give us the sell-off, carry-over percentage, number of racks owned by each bak-er, and the number of first, second third, etc., rack positions occupied by each baker on each route.

Spread sheets can be made for each route so each succeeding survey can be placed on the sheet. Then we have an excellent comparison.

A total-or plant spread-that covers the entire operation should also be compiled. These, too, can and should be compared as successive surveys are taken.

With the available information, we can determine our weak routes, where we need racks, where advertising is badly needed, where rack positions must be improved. In short, a route analysis, properly taken, gives us all the needed information to plan sales and advertising promotions on each individual route, as well as for your over-all operation.

Route Books

Route books are the bibles of the bread industry. Without this tool we cannot function properly. There is a certain amount of gambling every time an order is placed. Route books used to their fullest extent tend to reduce the amount of gambling. They aid in insuring proper distribution to each outlet. In other words, they obtain maximum sales with minimum stales. These forms are used by salesman and checked by supervision and sales management, so a proper job is



Hon

CHINESE BAGEL BAKER-Yun Yau Kam, owner of the Varsity Bakery, Honolulu, is believed to be the only Chinese Buddhist bagel baker in the world. He turns out 45 to 60 doz. bagels each week for the island of Oahu's large Jewish community. The activity began four years ago when a Jewish religious leader decided that Jewish servicemen in Honolulu were anxious once again to taste a real bagel. Mr. Kam, his shop (in the picture at the left) located near a Hebrew temple, agreed to try baking bagels. A formula was forwarded from New York, and the operation was started. The bagels are sold on Fridays at 6¢ each.

tant d AD dividu hasis sary place white Sale forms

June,

placed forms trend cline ders The books placir days. fectiv sheets and s Break The by y break

cents cially havir in his can which erati goals how If in a petit and

him

essai

other

cents

help sary platf Be sion musi knov ty i prese mus invo ent fixed

met plate A mili type becc whe wha

be d

ious avai bak mar ing mus

mer

r di-

1960

visor each puilds ler to

check on of store. s the irvey,

each also ed in

much

tage. bak cond

have also and sur-

can

n. we dverrack plan

s for

f the is a every nd to They

v obsalesjob is

taste t the

and

idays

done at all times with this all impor-

done at all times with this all impor-tant distribution form.

A p.m. sheet is a total of your in-dividual stops on a route-by-route basis. This form gives us the neces-sary information by which we can place a proper order. We have all the information necessary to control white breads and variety items.

Sales supervisors must check these

forms daily so proper orders are placed on all items. From these forms we can easily see the market trends, whether they are on the in-cline or decline. We can control or-ders by the proper use of this form. The p.m. sheets, as well as route books, are especially needed when placing orders for the various holidays. We must have a guide for effective selling. Route books and p.m. sheets are the functional form which aid our salesmen, supervisors and sales management to do an effective merchandising job.

Break-Even Point

Then there is the chart prepared by your office which reflects the break-even point in your bakery; in other words, where the dollars and cents sales equal your dollars and

cents total costs.

A chart of this kind is used especially where the bakery operator is having a hard time to come out even in his operations. He, from this chart, in his operations. He, from this chart, can determine the point of sale at which he will break even on his operations, and is in a position to set goals and work out strategy as to how to accomplish these goals.

If he should be-or begin to bein a market with private label com-petition and cheap prices for bread and bakery products, it will allow him to determine his total sales necessary to break even, and then figure the units necessary to be sold. It will help determine sales volume necessary, if he should decide to go into platform or warehouse delivery and other private label decisions.

Before he can make a sound decision the economic factors involved must be at his command. He should know the variable cost of each variety involved. He must know if his present volume is sufficient to absorb all fixed costs. The cost to the door must be determined on each variety involved. He must know if his present volume is sufficient to absorb all fixed costs. The cost to the door must be determined on each variety that is under consideration for whatever method of distribution being contemplated.

A plant should not wait to fa-miliarize itself with methods of this type and how to do these various things. Often a plant will wait until it becomes an absolute necessity to know what the break-even point is; whereas, it should get ready now for whatever may come, to be prepared for what does come. I have mentioned many of the var-

I have mentioned many of the various tools that a bakery operator has available. The only way we in the baking industry can survive, especially the small baker, is through sound management and aggressive marketing methods. We are at a point where management and sales management

must be big league.

Management must have know-how; the right attitude; leadership and use

of proper planning.

Management must have the proper organization; it must have follow-through, strong follow-up and get the most out of each. Big league management and sales management will use proper timing, establish their campaign procedures, use dramatization and showmanship, publicity and public relations.

One of the finest tools that God ever gave us is the brains that we possess. It is only a question of how we might use these brains. It is the brain that will guide us in the use of the various tools. Simply put, it boils down to the fact that proper use of the tools we possess determines the end results

You have brains—use them. Finally, management must be big league; it must aim for market penetration; it must out-maneuver competition and develop the dealer's good will, all of which require the various tools that will assist him in every way. If, as I have said before, you have the tools but do not take them out of the tool box, you may as well not have them in the first place. But if you will take them and work with them in an intelligent manner, combining brains and tools, you will have come a long way towards successful operations in your plant. You then have a better chance to be one of those bakers who will be in existence five years from now.

Remember that cost control, your main tool, is the systematic and consistent method of watching the various causes that make for high costs and then regularly directing the doing of something to correct them.

Let's keep our sights up; act with courage and vision, because—by doing a better job now — we will get strength sooner to measure up to the bigger tomorrow that can be ahead

FESTIVAL

(Continued from page 6)

great progress made in the past decade

"I urge greater effort and closer coordination of all interested parties in this important work," he con-tinued. "Each year our customers become more exacting in their quality standards and more demanding in their purchasing policies. Competition is razor keen in all segments of the food business, so we millers understand why our customers are more demanding.

"Any miller, baker or food processor who has quality trouble will lose position in the market place and will face the almost impossible task of regaining his lost business,"

Mr. English said.

"A miller who cannot put together a mill mix which will produce satisfactory flour will soon find himself on the sidelines watching the parade go by. With all the other complex problems a miller must colve he just problems a miller must solve, he just cannot afford to grind mediocre

wheats.
"The costs of transportation, labor, interest on borrowed funds, and production expenses are just as high on inferior quality wheats as they would be on wheats of superb baking quality. These factors alone would make it mandatory for a miller to acquire only top baking quality wheats," he said.

"As custom millers dedicated to the principle of rendering service to our customers, we must ask you wheat growers to furnish us with wheats we need to properly serve our trade."

In summing up, Mr. English posed this question: "What does high quality wheat mean to the miller?" He answered it as follows:

- "High quality wheat means the difference between superior flour and a mediocre product.
- "High quality wheat means the 2. "High quality wheat included difference between a satisfied cus-

tomer and a customer lost to competition.

3. "High quality wheat means the difference between success and failure"

"So, on behalf of all the flour millers in America, I urge you producers to continue your program of wheat improvement," Mr. English concluded.

There is concrete evidence of producer interest in wheat improvement, Mr. Dean said. Between 1954 and 1958, the percentage of Kansas wheat area seeded to strong wheat varieties increased from 16.7% to 39.1%, while 13% of the acreage in poor wheats was virtually eliminated. The percentage of medium protein varieties rose from 17% to 60% in this period. But the ultimate goal still lies ahead, Mr. Dean pointed out. The aim of wheat improvement is to develop a ratio of 60% strong to 40% medium protein. "I am convinced we will reach it," he added.

Wheat is a big industry in Kansas, Mr. Dean stated, and although "this is a troubled industry," due to overproduction, he pointed out that Kansas is in a favorable position to compete, having the climate and soil that makes for high quality, high protein wheat and better storage conditions.

Variety is the important key to this problem of producing quality, Mr. Dean said. Weather is not con-trollable, but variety is. He paid tribute to western Kansas producers for their ready acceptance of the new-er, better wheats such as Bison, now in first place in this area.

Queen Chosen

Preceding the speaking program, a Kansas Wheat Queen was chosen from 38 candidates from various cities in the state. The winner, Miss Sondra of Coldwater, Kansas, was crowned on the stage and she and the propriess attraducts. crowned on the stage and she and her princess attendants were presented with winners' trophies and prizes. Following the speaking program, the crowd was entertained by the Wayne King orchestra, with a stage show and dance.

A special program for millers and bakers was presented on the follownorming at the Silver Spur Lodge Restaurant by the Kansas Wheat Im-provement Assn. The program dealt with market trends and other fac-tors affecting wheat and flour prices.

PRICE FACTORS

(Continued from page 6)

feed m'll nutritionists regarding the place of millfeeds in various types of mixed feeds, emphasizing in the lat-ter connection that millfeeds must compete with other feed products on an economy level.

He pointed out that grains and byproduct feeds are in heavy surplus at present, and that farmers' planting intentions suggest additional b'g crops this fall. He forecast a total feed grain production of around 162 million tons, on top of a whopping carryover of 78 million tons. Adding to this 30 million tons of byproduct feeds, gives a total supply of 270 million tons, about 7 million more than in the previous crop year. In the face of these record supplies there will be a cutback in animal units from 170 million units to about 168 million, he estimated.

This combination of somewhat large supplies and fewer animal units, in combination with lower govern-ment support levels for some feed grains and the trend away from millfeeds in poultry and hog formu-

las, completes a picture that suggests no rise in average millfeed returns in the year ahead, Mr. McCoy said. Since CCC has cut grain storage

rates on government-owned stocks by about 4¢, processors and other elevator operators are facing a reduction in grain storage income which the U.S. Department of Agriculture has estimated at \$85 to \$100 million annually, Mr. Kublin explained to the group. He said that this has another important market effect in that storage charges which normally are deducted in advance at the time the wheat goes under the loan will be about 4¢ less this year. In effect, this raises the threshold at which farm wheat flows out of the loan and onto the open market, and has the net effect of raising the loan level, which is somewhat of a floor under the price structure by the amount of this 4¢

Mr. Kublin charged that current CCC rates are below average costs of elevator operation when all factors are considered. He said that a recent survey of a representative group of term nal elevators showed that they earned only an average of 7% on invested capital after taxes over the past 10 years of big storage volume. He said that the new CCC rate of 135¢ bu. for wheat storage was much below the income needs of most grain storage operators and added that a figure of 19.2¢ should be charged annually to enable operators to pay their expenses and make a profit equal to the national average of business corporations in other lines.

The difficult job of showing the precise changes in wheat leg'slation that would result from present bills before Congress was ably handled by Mr. Whitehair, who used blackboards to display the contrast between present and prepared grain support responses. ent and proposed grain support regu-

New Proposal

In general, the new proposals would set up an 80% of parity (or possibly 85%) for a three-year period of 1961-63, which would mean an av-\$1.91, compared with about \$1.79 at present, Mr. Whitehair pointed out. There would be no loans available in 11 states which are designated as non-commercial wheat area. Now the non-commercial area has a support level of 75% of the commercial rate.

Should wheat growers disapprove marketing quotas under the new legislation, quotas would be permanently discontinued and the support rate would drop to 50% of parity (about \$1.20) to all farmers.

To be eligible for these loans under the new proposal, the farmer would have to cut his wheat acreage 20% from the 1958-59 everage and would have to observe cross-compliance on other grain support programs and keep this land out of grazing. In return, the growers would be eligible for a payment in kind to be made from CCC stocks. The amount of this payment would be determined by the following formula:

The reduced acreage multiplied by the annual average yield per acre for the preceding three years adjusted for abnormal conditions, multiplied by the base support rate for the county and d'vided by two. These payments of wheat could be marketed but would not be eligible for loan. Payments-in-kind also could be obtained if the farmer went into a vol-untary three-year water and soil conservation program with a 20% acreage cut.

Under the new proposal, the pen-(Turn to PRICE FACTORS, page 50)

June,

charge mistor at all Cite South count: Howa and W forme on pu

300.00

and s

to all

the p

questo

ence

that t

in the

collec

and p

"In

South

terest

vet h

quest.

Sun

FT

Of

WA

challe

meeti

Biscu

has de

allega

compe

prices

allege

mers

count

comp

Def four

"were

equal

comp

chips

The

"Os

"So



Devils Food Cake

Your help in the past has been greatly appreciated, which is the reason I am inquiring about a mix for a deep red devils food cake. Do you have one?-F. G., Ohio.

I have your request for a deep red devils food cake mix. It has been my experience that at times bakers will add some red fruit color to the mix to obtain a deep red texture. Try this one.

DEVILS FOOD CAKES

Mix for 7 min. at medium speed:

1 lb. 4 oz. shortening (emulsifying

type) 2 lb. 8 oz. cake flour

3 lb. 10 oz. sugar 11 oz. cocoa (Dutched)

4 oz. milk solids (non-fat)

¾ oz. baking powder

½ oz. salt

1 oz. soda 2 lb. whole eggs

10 oz. water

Vanilla to suit

Add slowly to above and mix for 3 min. at low speed:

2 lb. 2 oz. water

Make into layers and cups.

Note: For pan grease, mix togeth-

1 lb. shortening

3 oz. bread flour

1 oz. cocoa

CHEESE CAKE

(Heavy Type)

Cream together:

1 lb. 8 oz. granulated sugar

1 lb. 4 oz. butter

4 oz. starch

Add:

6 lb. cottage cheese which has been run through a fine sieve

Then add:

1 lb. egg yolks

Stir in:

3 pt. sour cream

Beat light and then fold in care-

1 at. egg whites

8 oz. granulated sugar

Add:

Vanilla to suit

Pour mixture into pans lined with a short paste dough.

Short Paste Dough

Cream together:

1 lb. sugar 2 lb. butter

Add:

4 oz. whole eggs

Mix in:

3 lb. flour

Bake the cheese cakes at about 350° F

If desired, a few currants may be sprinkled on the cheese mixture before baking the cakes.

Doughnuts

We need a good applesauce doughnut recipe-one that will work with unbleached flour. Is there some way to obtain ready-mixed cake doughnut mixes in 25 lb. bags?-H. C. S., Wash.

I have your request for an applesauce doughnut. Here is a mix that you can make up yourself and also directions for making these dough-

You may have to do a little experimenting to obtain the best possible product. Perhaps it might be necessary to make some adjustment in the water content of the mix.

I do not know if it is possible to obtain cake doughnut mixes in 25 lb. bags and I would like to suggest you contact one of your bakery supply houses in Seattle.

MACHINE DOUGHNUTS Dry Mix

Mix thoroughly on slow speed until shortening is blended with sugar:

5 lb. granulated sugar

14 oz. shortening 3 oz. salt.

2 oz. mace

Sift together and add to the above:

13 lb. 4 oz. cake flour 2 lb. 8 oz. bread flour

1 lb. powdered egg yolk

1 lh 4 oz milk solids (non-fat)

8 oz. baking powder mixture

Mix 15 min. on slow speed. Sift three times before using.

Baking Powder Mixture

Mix together thoroughly: 2 lb. cream of tartar

1 lb. soda bicarbonate

Mix together thoroughly:

1 lb. 14 oz. applesauce

4 lb. water

1 lb. egg yolk

Add:

10 lb. above mix

2 oz. cinnamon

1 oz. allspice

½ oz. cloves

Mix for 2 min. on third speed on 4-speed machine or 2nd speed on a 3-speed machine.

Dough temperature 75-80 degrees

Fry at 375-385 degrees F.

'TROUBLESHOOTER' BOOK AVAILABLE

From his many years of experience as a practicing baker and production expert, A. J. Vander Voort has compiled a book of "trouble spots" which is now valued highly by many bak-ers, "The Bakeshop Trouble Shooter" book, now in its eighth printing, classifies hundreds of everyday prob-lems and their solutions. For \$2.00 the baker can have at his fingertips a quick source of information for discovering his problems and solving them. Copies may be purchased from The American Baker, P.O. Box 67, Minneapolis 40, Minn.

Chocolate Cake

I would appreciate a recipe for the new German chocolate cake and a formula for cake doughnuts. We have a sanitary machine of the plunger type.-C. B., N.Y.

I have your request for a formula for the new German Chocolate Cake and also a good formula for cake doughnuts. Here are some which you may wish to try

GERMAN SWEET CHOCOLATE CAKE

Mix together on 2nd speed for about 3 min.:

6 lb. 8 oz. cake flour

8 lb. sugar

3 lb. 8 oz. emulsifying shortening

3 oz. salt

2 oz. soda

11/2 oz. baking powder

Add gradually:

5 lb. eggs

Then add gradually:

6 lb. 8 oz. buttermilk

Melt together:

2 lb. German sweet chocolate 2 lb. water (hot) Allow to cool somewhat and add

gradually. Mix until thoroughly incorporated.

Deposit into pans of desired size and bake at about 360° F. When baked and cooled, slice the layers in half and place the following

filling between the halves: Filling and Topping

Bring to a boil in a steam kettle:

3 qt. evaporated milk 4 lb. butter or margarine 8 lb. sugar

Then mix together and add:

1 qt. evaporated milk 3 lb. 2 oz. eggs

Stir thoroughly until thickened somewhat.

Then add and mix in:

2 lb. 4 oz. of chopped pecans 3 lb. 8 oz. medium thread coconut Use while warm.

Note: Each cake should consist d four layers.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

P.O. Box 67, Minneapolis 40, Minnesota

Sur that t sult in petiti poly. It a

> syster In 19 Lovel organ Bread Bakin

> > ductio chase Baker acquir Mr.

execu

rience

uction

which

bak-

inting

prob \$2.00

rtips a

or dis-

solving

l from

O

for the

and a

olunger

ormula

e Cake

ich you

LATE

eed for

rtening

late

and add

ghly in-

red size

slice the

following

kettle:

hickened

coconut

consist d

1:

FTC COMPLAINT

(Continued from page 3)

charges, Southern gives competing customers smaller discounts or none at all.

Cited as typical recipients of Southern Bakeries' preferential dis-counts are certain units of the Howard Johnson restaurant chain and Winn-Dixie retail food chain. The former received a discount of \$17,750 on purchases of \$442,775 during a 24-month period and the latter was given \$188,000 on purchases of \$3,300,000 during a 27-month period.

"Southern will present its defenses and show that it did not grant illegal discounts. Full and detailed answers to all charges will be forthcoming at the proper time," the statement of Mr. Geilfuss said.

"Over one year ago Southern requested that a trade practice conference be called by the commission so that the commission and the industry in the South would be able to work collectively to insure proper selling and pricing practices," the statement said and continued:

"In requesting the conference, Southern said it would be in the in-terest of the public, the government and the industry. The commission as yet has taken no action on the re-

Sunshine Answers **FTC Allegations** Of Discrimination

WASHINGTON - Declaring its challenged discounts are a good faith meeting of competition, Sunshine Biscuits, Inc., Long Island City, N.Y., has denied Federal Trade Commission allegations of unlawfully charging competing retail customers different

The FTC's complaint of last Dec. 22 alleged Sunshine gives four typical Cleveland, Ohio, chain store customers 5% volume plus 2% cash discounts on "Krun-Chee" potato chips but does not offer them to all other competing customers.

Defending these lower prices to the four chains, the answer asserts they "were reduced in good faith to meet equally low prices of the respondent's competitors in the sale of potato chips in the Cleveland market area."

Sunshine denies the FTC's charge that these price differentials may result in a substantial lessening of competition or tendency toward mono-

It asks dismissal of the complaint.

CASTER

(Continued from page 3)

system of bakeries, a retail operation. In 1921 he purchased the Terry & Loveless wholesale bakery, in 1923 organized the U.S. Baking Co. In 1924 this company and the Rockford Bread Co. merged with Keig-Stevens Baking Co. Mr. Caster became vice-president and superintendent of production. In 1926 the organization purchased the American Ice Cream and Bakery Co. of Joliet, two years later acquiring the Fisher Bakery in Au-

Mr. Caster held administrative and executive positions with all of the foregoing, in addition to serving with

companies engaged in banking, the automotive industry and music. He held several positions of responsibility on hospital boards and youth organizations in his community.

In 1956 he was cited by the AIB staff and employees as a gesture of appreciation for completing 30 years of voluntary service to the institute. At that time Mr. Caster was chairman of the board of AIB. He continued on in this capacity until his resignation last fall to accept the position as board chairman of ABA.

Early Career

Mr. Caster served as vice president of Keig-Stevens Baking Co. at Rockford from 1924 to 1930, at which time he was named president. From 1926-30 he also was vice president of American Baking Co., moving up to the presidency of that company in the latter year. Almost simultaneously, he was vice president of the Rainbo Bread Co. from 1928-30 and became president of that firm in

He was elected president of the American Society of Bakery Engineers in 1930.

Mr. Caster attended high school in Chicago and spent two years at Brown University in Providence, R.I. He served during World War I as an ens gn in the Naval Reserve.

In 1933 Mr. Caster was named as a member of the board of ABA governors, and in 1940 was elevated to ABA's executive committee.

His service to AIB included an appointment as a director in 1938, to the position of vice chairman 1940-43, and president in 1944, 1945 and 1946, followed by a term as president and board chairman. He served at various times as president of the Bakers Club of Chicago and as a director of the Illinois Bakers Assn.

He is survived by his wife, Josephine.

A son, Rex N. Caster, was killed in France during World War ${\bf II}$.

ARBA MEETING

(Continued from page 5)

Bernard, Ohio, newly-elected president of ARBA.

General Session

One of the highlights of the general ARBA session was an address by William A. Quinlan, the association's general counsel, who updated bakers on current legislation.

Mr. Quinlan explained the manner in which courts and other agencies may now attempt to settle labor troubles of small firms at the local level, rather than at the federal level. He outlined pension plans for small business owners and assured the meeting that ARBA still opposes a federal sales tax.

Multiple Unit

The May 24 session opened with presentations on multiple unit retail operations, more discussions of supermarket bakery operations, along with the development of shopping center locations, point-of-sale advertising, delicatessen operation, how to organize production procedures and the problem of service in a bakery compared with self-service and packag-

As one impressive portion of the ARBA convention, leading allied firms set aside a section of the Milwaukee municipal auditorium for nearly 100 exhibits ranging from supplies and ingredients to bakery equipment.

DRY MILK

(Continued from page 10)

ADMI members and guests that vig-orous enforcement of present laws and regulations by FTC with maxi-mum effort to bring about self-policing within business, is basic philos-

Believing, he said, that "government is best which governs least," he expressed the hope that further legexpressed the hope that further regislation to correct abuses would not be necessary. Mr. Kintner urged "developing areas of understanding between government and business," and tween government and business," and emphasized that the commission is basically a preventive body. It seeks to abolish, not to punish. In line with this policy, guides are under preparation to assist business in understanding the laws and foster, through understanding, compliance with them.

Business must operate ethically with an awareness of its responsibili-ties to the public interest. Ethical self-interest, however, he concluded,

SCHOLARSHIP

(Continued from page 3)

Louis Bakery Production Club; P. M. Inbody, board of education, St. Louis; Frank E. Lawrence, Jr., secretary, St. Louis Chamber of Commerce; Leo Rozanek, president, Master Retail Bakers of St. Louis and Walter Williams, president, St. Louis Wholesale Bakers.

Mr. Giacoletto is 24 years married, and lives with his wife in Collinsville, Ill.; Mr. Wilkinson, 26, lives in Wood River, Ill., and Mr. Moyers, 22, lives in O'Fallon, Mo.

The scholarship was established in

1957 in honor of the late Victor Zimmerman, founder of the Cahokia Flour Co. Its objective is to encourage qualified young men to make baking their career and to enable them receive technical training they need in order to become good bakers
—whether at the wholesale or retail

The two additional awards of correspondence courses in baking were initiated this year to enable more promising and qualified young men to enter the baking field.

is never in opposition to public in-

terest.
The program included talks on sales, quality, and management. Sessales, quality, and management. Sessions chairmen were Lamar J. Woods, Pabst Farms, Inc., Oconomowoc, Wis.; H. W. Ingersoll, Wayne Co-op Milk Producers, Inc., Ft. Wayne, Ind., and Louis Arrigoni, Consolidated Dairy Products Co., Seattle.

Broadened investment by the institute in still settle products to the second constant of the second const

tute in utilization research was pin-pointed by John T. Walsh, director, as a sensitive area in need of development, in his annual report to membership. Mr. Walsh suggests the industry seek new uses for its products, rather than the passive apucts, rather than the passive approach of letting those who want to use the products take the initiative. He also reported on the new Bulletin No. 915, "The Sanitary/Quality Standards Code for the Dry Milk Industry" published in 1959; the plant survey progress which has been made by the institute, and matters of product promotion and publications planned for the coming year.

Chairman Pool read during the sessions two telegrams from President Eisenhower and Vice President Nix-on, as well as a letter from Ezra Taft Benson, secretary of agriculture. The three messages were complimentary to the dry milk institute and industry for efforts and success in expansion of domestic sales, for the peace program, as well as the benefits accruing from its efforts to both producers and consumers.

BREAD IS THE STAFF OF LIFE-

John Floyd Named To Managerial Post With West Virginia

NEW YORK-West Virginia Pulp & Paper Co. has promoted John Floyd to the newly created position of technical sales service manager for its multiwall bag division, announced Victor S. Luke, division manager. Mr. Luke said the creation of this

post is an integral part of the company's quality and service program. As technical sales service manager, Mr. Floyd will plan and direct the calls that West Virginia's technical personnel make regularly to provide assistance to customers on packaging matters.



SCHOLARSHIP AWARDS - Presentation of the 1960 Victor Zimmerman Memorial Scholarship Awards was made at a special luncheon at the Chase Hotel in St. Louis. Awards are made annually by the Cahokia Flour Co. of St. Louis, Mo. Shown, from left, are: John B. Wilkinson, Noll Baking Co., Alton, Ill., winner of one of the correspondence courses; Dominic C. Giacoletto, Mrs. Schold's Bake Shop, Granite City, Ill., winner of the 1960 Victor Zimmerman Scholarship; Rube Zimmerman, vice president of Cahokia Flour Co.; J. A. Zimmerman, president of Cahokia Flour Co.; his son, Carl Zimmerman and Eldred Leo Moyers, Straub's Bakery, Clayton, Mo., winner of the other correspondence course in baking.

Formulas for Profit

Cherry Products Can Mean More Profits

CHERRY DELUXE BARS

Rub together between the hands the same as for making pie dough:

2 lb. granulated sugar

2 lb. pastry flour

1 lb. 4 oz. shortening

1 lb. 4 oz. oatmeal (ground) 8 oz. fine chopped walnuts

Vanilla to suit

½ oz. salt ½ oz. cinnamon

Note: Do not rub this mixture too much, as it will become gummy and hard to handle.

Take one half of this mixture and spread it evenly on an 18x26 in, bun pan that has been well greased and pan that has been well greased and dusted. Dust a little flour on the surface and with a small rolling pin roll out evenly so that the bottom is thoroughly covered. Then place a quantity of cherry pie filling on this and spread out evenly. Then sprinkle the remaining half of the flour, sugar and oatmeal mixture evenly on the top of the filling.

Dust a little flour over the surface and roll out carefully so that smooth top is obtained. Then sprinkle the whole surface over with granulated sugar. Bake at about 350-360° F., until it has a nice golden brown color. This will take about 45

When baked, allow to cool thoroughly and cut into bars of desired

Note: If there is quite a bit of bottom heat in the oven, bake on double pans.

CHERRY UPSIDE DOWN CAKES

Line the bottom of a number of well greased cake pans with the following cherry mixture.

Mix together: 8 lb. drained sour pitted cherries

3 lb. granulated sugar

12 oz. butter

When the pans are lined, dot the cherry filling with small pieces of

butter or shortening.

Then fill the pans with the proper amount of the following cake batter.

Cake Dough

Cream together:

6 lb. granulated sugar 2 lb. 4 oz. shortening

1 lb. 4 oz. butter

1 oz, salt

Vanilla to suit

Add gradually:

1 lb. 8 oz. yolks 2 lb. 8 oz. whole eggs

Stir in:

4 lb. milk (liquid)

Sift together and mix in until smooth:

7 lb. cake flour

3¼ oz. baking powder

Bake the cakes at about 370° F. Remove the cakes immediately from the pans. Allow to cool and then cover with whipped cream or leave plain as desired.

FROZEN CHERRY PIE FILLING (3 Plus 1)

Thaw and drain the juice from one 30 lb. can of frozen cherries. Add enough water to make 7½ qt. juice.

Place this juice on the fire to boil with:

3 lb. granulated sugar

When the juice begins to boil, stir in the following mixture slowly:

2 lb. granulated sugar

1 lb. fine ground tapioca (40 mesh)

2 oz. salt

When the mixture is all in the juice, stir rapidly until it clears and thickens. Remove from the fire and add the drained cherries to the thickened juice and mix together carefully. Cool the filling thoroughly before using.

Note: Corn starch may replace the tapioca. The amount of thickener may be varied according to the consistency desired.

The amount of sugar to use may vary, depending upon the acidity of the fruit and the sweetness desired. The foregoing formula is for frozen fruit containing 3 parts fruit and 1 part sugar. Frozen fruits may vary in the proportions of fruit to sugar, such as 4 to 1, 5 to 1, and so on. Adjustments will have to be made in the sugar content in the formula when other proportions than 3 to 1 are used.

CHERRY CHIFFON PIES

(No. 1)

As soon as the frozen cherry pie filling is cooked, scale off 15 lb. in a container. Pour this hot filling into the following meringue carefully, mixing it in with a wire whip.

Reat light:

3 lb. egg whites

Add gradually and beat until firm: 3 lb. granulated sugar

As soon as the cooked cherries are mixed in, fill into baked pie shells. When the filling has cooled, cover

the pies with meringue and bake until they are a golden brown color. These pies may be covered with whipped cream if desired.

CHERRY SLICES

(No. 1)

Cream together:

1 lb. 2 oz. granulated sugar

1 lb. shortening

Vanilla to suit

Add:

4 oz. egg yolks

Sieve and fold in:

2 lb. pastry flour

2 lb. bread flour

1 oz. baking powder

Then work in: 1 lb. 8 oz. milk

Roll out about one half of this dough and cover the bottom and sides of a greased bun pan 18x26 in. Spread a layer of the cherry pie filling over this. Roll out the bal-ance of the dough and cover the filling. Take a fork and punch a number of holes into the top dough so that the steam will have a chance to escape. Then wash the top with milk or an egg wash and sprinkle some granulated sugar on it. Place

F. When baked, allow to cool and then cut into slices of desired size. CHERRY TORTEN

in the oven and bake at about 375'

Beat together until light:

2 lb. sugar

11/2 lb. whole eggs

1/2 lb. volks

8 oz. corn syrup 1/2 oz. salt

Add slowly:

1 lb. hot milk (150°) Vanilla to suit

Sieve and fold in carefully: 2 lb. cake flour

½ oz. baking powder

Scale 9 oz. into 8 in. layer cake pans and bake at about 370° F.

When baked and cool, spread a layer of custard cream on top. Then run a border around the top edge using the following butter cream ic-

Butter Cream Icing

Place 1 qt. whole eggs or whites in a machine bowl.

Add slowly, while whipping on medium speed:

5 lb. powdered sugar

Then add:

2 lb. butter

2 lb. shortening

1/2 oz. salt

Vanilla to suit Beat until light.

After the borders are made by using a No. 6 star tube and a canvas using a No. 6 star tube and a canvas bag, place enough drained frozen cherries on top of the custard to cover thoroughly. Then cover the cherries with the following jelly.

Bring to a boil:

1 qt. cherry juice

Then mix thoroughly:

1½ oz. corn starch ½ pt. water

Cherry Favorites Have Customer Appeal

Baked foods made with cherries are great favorites wherever and whenever sold. The bright red color of cherries has eye appeal. Their tart flavor has sales appeal. This is a winning combination.

Many delicious combinations can be produced by combining cherries with other fruits such as apples, pineapple, blueberries, raisins, etc. The baker, by using his ingenuity, can create a variety of products that the public will appreciate. This means

The sales force should be alerted to the possibilities for increased sales by using suggestive selling. For best results, only one or two items should be featured at a time. This will allow both the production and sales force to concentrate their efforts on these cherry products.

Advertising material, such as show cards, window streamers and other media can be readily obtained from supply houses and other sources. This material will help stimulate sales.

Every aid available must be used to promote these products. Only then will success be assured.

When the juice comes to a good boil add the starch mixture and stir rapidly until the mixture thickens. Remove from the fire and cover the cherries at once before the jelly stiffens.

CHERRY SHORTCAKE

Cream together:

1 lb. 8 oz. powdered sugar

1 lb. butter

8 oz. shortening

¼ oz. salt Vanilla to suit

Add gradually: 12 oz. whole eggs

Mix in:

3 lb. flour

Line a bun pan 18x26 in. with about 4 lb. dough.

Then place a layer of cherry filling on top of this.

Roll out the balance of the dough, using granulated sugar instead of flour. Cut into strips about 1/2-3/4 in wide and place criss-cross on top of the cherry filling.

Bake at about 360° F.

When cool, cut into pieces of desired size.

CHERRY SPONGE ROLLS Beat together until light:

2 lb. sugar

4 oz. invert syrup or honey 1 lb. 4 oz. whole eggs

12 oz. volks % oz. salt

Add gradually: 1 lb. milk (140° F.) Vanilla to suit

Sift together and fold in carefully:

2 lb. cake flour ½ oz. baking powder

Deposit into two paper lined bun

pans and bake at about 380° F.
As soon as baked, turn the pans over on two sugar dusted cloths. Then remove the paper and spread cherry pie filling over the sheets. Then roll up like jelly rolls. Allow to cool and then cut into desired size. Sieve powdered sugar on the tops.

CHERRY BUNS

Make a dough as follows, m'x together:

1 lb. sugar

1 lb. shortening

1 oz. salt 12 oz. egg yolks

Lemon to suit
A pinch of cardamon

Mix together and stir in:

3 oz. yeast 1 qt. milk (80° F.) Then add and mix smooth: 3 lb. 8 oz. bread flour

Allow the dough to ferment for about 2 hr. and punch. Allow to rest and then take to the bench.

Cut dough into two ounce pieces; mold round and place on pans about 2 in apart. Allow to proof and the with a round object, press an indentation about one and one half inches in diameter in the center of each bun. Wash with an egg wash and then fill with cherry pie filling. Bake at about 390° F.

CHERRY SLICES

(No. 2)

To a regular bun pan weigh of about 4 lb. cherry bun dough. Roll out and line the bottom and sides d

Jun the

fillin ping Cr

Ra 360 with size.

CHE Sc and pan. abou with criss

3 oz

toppi

canva 370° CH Be

Add 8 Sie fully:

Bal pie pl and c layer half a sugar be ice

late i

CH Cov baked follow Bri 3

Who stir ir 12 Whe

V Allo place Dour filling er eitl

4

cream.

can cl

pood

stir ens.

jelly

about

filling

ough.

ad of 34 in.

op of

of de-

efully:

d bun

cloths.

spread sheets.

Allow

tops.

a'x to-

ent for

to rest

pieces

nd then

inden

inche

of each

g. Bake

igh off

gh. Roll

sides d

sh

S

the pan. Dock the dough with a fork and cover with a layer of cherry pie filling. Then spread the following topping over the cherries.

Topping

Cream together: 12 oz. sugar

12 oz. shortening 4 oz. butter

¼ oz. salt Vanilla to suit

1 lb. egg yolks

Beat light and fold in:

12 oz. sugar

1 lb. egg whites

Then fold in carefully: 10 oz. bread flour

4 oz. macaroon coconut

Bake the covered sheet at about 360° F. When baked and cool, invert the sheet onto a board covered with a dusted canvas and allow to cool. Then cut into pieces of desired

CHERRY COFFEE CAKE TORTEN

Scale off 6 oz. cherry bun dough and line a 7 in. greased layer cake pan. Bring up the edges of the dough about ½ in. around the sides. Fill with cherry pie filling. Then make a criss-cross pattern with the topping (see cherry slices) after first adding 3 oz. macaroon coconut to each 8 oz topping. Bag out the criss-cross pattern with a ¼ in. plain tube and canvas bag. Allow to rest about 10 min. and then bake at about

CHERRY SPONGE CAKE PIES Sponge Cake Mix

Beat fairly stiff:

4 lb. sugar 3 lb. whole eggs

1 lb. yolks

1 lb. corn syrup

1 oz. salt Vanilla to suit

Add slowly, mixed together: 1 lb. 8 oz. hot milk (150°)

8 oz. butter Sieve together and mix in care-

fully:
4 lb. good cake flour 1 oz. baking powder

Bake in deep, greased and dusted pie plates. When the cakes are baked and cooled, slice in half. Place a thick layer of cherry filling on the lower half and put the other half on top. Then sieve a thin layer of powdered sugar on them. The tops may also be iced with a thin layer of chocolate icing, if desired.

CHERRY CREAM PIES AND TARTS

Cover the bottom of a number of aked pie and tart shells with the following custard cream filling.

Bring to a boil: 8 lb. milk (liquid) 3 lb. granulated sugar

1 oz. salt

When the above comes to a boil, stir in the following mixture:

12 oz. cornstarch

1 lb. milk (liquid)

1 lb. 8 oz. whole eggs

When thickened, remove from the fire and stir in:

4 oz. butter

Vanilla to suit

Allow to cool slightly and then place into the baked shells. Then pour a layer of warm cherry pie filling on top and allow to cool. Cover either with meringue or whipped

CHERRY CHIFFON PIES

(No. 2)

Drain the juice from one No. 10 can cherries. Add enough water to

make 1 qt. liquid. Break up the drained cherries thoroughly into small pieces and add with the juice.

Place this on the fire and add: 1 lb. sugar

When the mixture starts to boil, add the following mixture:

1 lb. sugar

1/8 oz. salt

3½ oz. cornstarch

Pour the cooked cherry mixture into the following meringue carefully, mixing it in with a wire whip.

Beat light: 1 lb. 8 oz. egg whites

Add gradually and beat until firm:

1 lb. 8 oz. granulated sugar As soon as the cooked cherries are

mixed in, fill into baked pie shells. When the filling has cooled, cover the pies with meringue and bake un-

til the meringue is done.

The pies may be covered with whipped cream if desired.

MARY ANN CHERRY CAKES Mix together for about 3 min.:

3 lb. cake flour

1 lb. 12 oz. shortening (emulsifying type)

Then add:

6 lb. 8 oz. sugar

2 lb. cake flour 2½ oz. salt

4½ oz. baking powder

Add and mix for about 3 min.:

2 lb. 12 oz. milk

Mix in for about 3 min.: 2 lb. 8 oz. whole eggs

Then add and mix for about 4 min.:

3 lb. milk

Vanilla to suit

Deposit into Mary Ann pans and bake at about 370° F.
Scale 1 lb. 2 oz. in 10 in. pans.
When baked and cool, ice the sides of the cakes with butter cream and place sliced or chopped nuts on sides. Place a custard cream or butter cream icing in the inside. Then place enough drained frozen cherries on top to cover thoroughly. Then cover the cherries with cherry jelly.

For cherry jelly, see formulas for Cherry Torten.

CHERRY PINEAPPLE FILLING

(Coffee Cakes)

Boil to about 220° F .:

2 lb. 8 oz. drained crushed pine-

apple
3 lb. 8 oz. drained canned cherries

1 lb. cherry juice

1/2 oz. salt

3 lb. 4 oz. granulated sugar

Mix together and add: 1 lb. cherry juice

7½ oz. cornstarch

Recook until clear and thick.

Use for sweet dough fillings and toppings.

FRESH CHERRY PIE FILLING

Bring to a slow boil: 20 lb. pitted cherries 7 lb. 8 oz. granulated sugar

4 lb. water

1 oz. salt

Then add: 10 oz. cornstarch

1 lb. water

Bring back to a boil and cook until

CHERRY PIE FILLING (Canned)

Draw the juice from two No. 10 cans of cherries. Add enough water to make 2 qt. liquid.

Place this on the fire to boil with: 2 lb. sugar

Then mix together:

2 lb. sugar ¼ oz. salt



A. J. Vander Voort

A. J. Vander Voort

technical editor, author of this monthly formula feature and conductor of the Bakeshop Troubleshooter (see page 46) and the Do You Know feature (see page 10), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

7 oz. fine ground tapioca (40 mesh)

When the juice begins to boil, stir the sugar and tapioca mixture in slowly and keep stirring until the juice clears and thickens. Remove from the fire and add the drained cherries. Stir in carefully.

Note: The amount of sugar to use may vary, depending upon the sweet-

Cornstarch may be substituted for tapioca.

Cool the filling thoroughly before using.

CHERRY RAISIN PIES

Drain thoroughly: 1 No. 10 can cherries

Place in a cooking kettle:

3 lb. drained cherries Add enough water to the drained juice to make 3 lb. Add this to the cherries.

Then add and bring to a boil:

3 lb. 8 oz. seedless raisins

2 lb. sugar

1 oz. salt

When the mixture comes to a boil stir in until cooked clear:

1 lb. 4 oz. sugar

41/2 oz. starch

Allow to cool.

This filling is for two-crust pies. The use of criss-cross strips for the top makes an attractive pie.

PUFF PASTE DOUGH

5 lb. bread flour 5 lb. puff paste shortening

1½ oz. salt 2 lb. 8 oz. cold water (variable)

Procedure:

Mix together 2 lb. puff paste short-ening, the flour and salt. Add the water and make a smooth tough

Allow the dough to rest for about 15 min. and then roll it out, leaving the center thick. Place the remaining 3 lb. puff paste shortening in the center and fold laps over the shortening

Roll the dough out in an oblong shape, about ½ in. thick. Brush off the flour and give the dough a three-

way fold.

Roll and fold the dough five times, allowing 15 min. or more between each folding. Keep the dough in a refrigerator and have it covered with damp cloth. After the last folding allow the dough to relax for an hour or more before making up into various products.

CHERRY NAPOLEONS

Roll out two pieces of puff paste dough about ½ in. thick. Cut the rolled pieces of dough 18x26 in. and place them on two standard size bun pans. Dock the pieces with a fork until the surface is pretty well covered with small holes about an inch or so apart. Allow to rest for about 20 min. and then bake.

When baked and cool, cover the top of one sheet with a layer of cherry

pie filling. Place the other sheet on top of this with the bottom up. This will insure a smooth surface. Then ice the top with a good water icing and sprinkle with sliced or chopped nuts. Then cut the sheets into bars about $3\frac{1}{2}$ x $1\frac{1}{2}$ in. and placed a glazed 1/2 cherry in the center.

CHERRY TARTS

Roll out a piece of puff paste dough about $\frac{1}{16}$ in. thick. With a scalloped cutter, cut into pieces of desired size and fit them into small tart pans. Press the sides up with the fingers and then place a small amount of finely sifted cake crumbs in the bottoms. Fill the tarts with drained frozen cherries, Bake without sugar in a medium oven about 360° F. When baked and while still hot, wash the tarts with a good, clear apricot jam. Sprinkle the tops with chopped almonds or crushed macaroon crumbs.

CHERRY STRUDEL

Roll out a piece of puff paste dough about ¼ in. thick and cut into strips about 24 in. long, and 5 in. wide. Place on greased pans. Then cut some strips about ½ in. wide and lay these on the border of the large strips after they have been washed with water to make them stick well.

Inside of the narrow strips place enough cherry pie filling to cover the bottoms thoroughly.

Then roll out some more puff paste dough about ½ in. thick and cut into strips about %x8 in. Wash the border of the cherry filled strips and place the above strips about 1 in. apart, criss crossing them. Wash the tops with an egg wash and bake at about 400° F. After they are baked and cooled, cut into pieces of desired

FRENCH CHERRY PIES

Bring to a boil: 1 No. 10 can solid pack apples

1 lb. sugar

8 oz. water

% oz. salt Cook the apples until they are ten-

Allow to cool slightly.

Bring to a boil: 1 lb. seedless raisins 4 oz. sugar

1/8 oz. cinnamon 1 lb. water

Allow this to cool slightly and add:

1 lb. drained cherries

Then add this to the cooked apples. Fill into deep unbaked 9 in. pie shells. Sprinkle about 6 oz. streusel on top of each pie. Bake at about 400° F.

Streusel

Rub together:

10 lb. grain sugar

6 lb. bread flour 1 lb. milk solids (non fat)

2 oz. salt

2 oz. cinnamon

4 lb. shortening or margarine

June

ANSWERS TO "DO YOU KNOW?"

Questions on page 10

1. False: The doughs should be mixed as little as possible. They will obtain some additional development during the rolling in of the fats and also the foldings.

2. False: The pans should be greased first. At a temperature of 475° F. the tin coating on the pans will melt. This tin coating melts at about 450° F. To be on the safe side, the oven temperature should not exceed 410° F.

ceed 410° F.

3. True: We have also found that mixing in one No. 10 can of mashed apricots to every three No. 10 cans of peaches will improve both flavor and appearance of the filling.

4. False: The amount of ash in a flour gives some indication of the extraction. As a rule, the lower the ash content, the higher the grade of flour. However, it is no indication of baking quality.

5. True: This combination may be used to replace liquid whole milk.

6. True: The terms, glucose and corn syrup, refer to the same ingredient, unless otherwise stated. The terms are interchangeable.

7. False: It can be eliminated by cooking the starch with part of the milk and sugar. This mixture should be cooled before being mixed in with the other ingredients in the custard filling.

8. False: Sweetened macaroon coconut contains about 20-25% added sugar. If this type of coconut is used instead of unsweetened, adjustments in the formula will have to be made as the macaroons would spread too much. The sugar content in the formula should be reduced and the coconut content increased to balance the formula.

9. True: The following absorptions are usually figured: (1) Dark rye flour about 200% water; (2) medium rye about 150%, and (3) light rye about 100%.

10. True: Invert syrup has the property of drawing and retaining moisture. It is known as a hygroscopic ingredient. By using it, the products will stay moist and soft for a longer period of time. Honey, molasses and glycerine also are known as moisture retainers.

11. False: It should be replaced by 5 lb., 12 oz. non-fat milk solids; 5 lb., 12 oz. water and 8 lb., 8 oz. cane

sugar.

12. True: In shops not having any control in the dough room it may run as high as 2½%. The importance of proper humidity in the dough room can readily be realized by the difference in the two figures.

13. True: This will vary somewhat depending upon the season and climate. Where the humidity is low, it is sometimes cooked to 240° F.

14. False: On the pH scale 7 is neutral. Below 7 is acid and above 7 is alkaline.

15. False: If the filling is added when cold, it will be thicker and harder to stir into the meringue. This causes it to break down readily. When the filling is added while hot, it helps to set the meringue due to its coagulating the egg whites.

16. True: The peaches should be ripe in order to bring out the best flavor. A small amount of soda is sometimes used in the boiling water, as this seems to have a slight bleaching action. The peaches do not discolor quite as fast when this is done.

After being submerged in the boiling solution, the peaches should be placed in cold water and the skins will come off readily.

17. False: Some bakers use about 5% egg whites, replacing that amount of water, as resulting crust will be crispier.

18. True: According to figures given by the U.S. Department of Agriculture, Foods and Nutrition Division, Bureau of Home Economics, two pounds of cake will contan about 3970 calories, while three pounds of white bread will contain about 3,555 calories.

19. False: A short sponge cake contains butter or shortening, while a straight sponge cake contains no added for

20. True: The soda liberates carbon dioxide gas which gives the products their volume. At the same time, the soda has a rotting action on the gluten in the dough giving spreading action.

PRICE FACTORS

(Continued from page 45)

alty wheat provision would be tighter in that it would be figured as twice the normal production from the excess acreage or the actual production of the excess acreage. The minimum acreage level for exemption from the law also is reduced from 15 to 12 acres by the new proposal

acres by the new proposal.

Mr. Whitehair pointed out that many questions about specific points in the new proposals cannot now be answered because the text of the bills does not cover these points and regulations would have to be issued to supplement the bill, should it pass.

Charles Pence, president, Kansas Wheat Improvement Assn. warned that the proposed law likely would mean a smaller percentage of high protein wheat in the total crop. The final speaker was Frank Anderson, a wheat farmer from Dodge City, who has been engaged in wheat raising in Kansas for more than 50 years. Mr. Anderson said that much more high gluten wheat is now being grown in the western areas of Kansas, but he said progress would have been faster were it not for the economics working against the better wheats.

Acreage reductions under federal loan legislation have cut wheat areas in western Kansas to one-third to one-half of the total tillable area, he said, which makes minor differences in yield of greater importance to the farmer. He said in the past year about one-third of wheat placed in loan had been redeemed in the Dodge City area, but had the price advanced another 5¢, all of it would be in the hands of the grain trade.

Acreage restrictions and other costs, he said, have made it necessary for wheat growers to attempt farming more land, and it is necessary for a wheat farmer to have about a section of land in western Kansas to get by, and two or three sections to make any money.

Dodge City Festival News Highlights

Two special Braniff Airways charter planes took about 90 millers, bakers and other guests from the Kansas City airport to Dodge City the morning of May 25 and returned the group to the starting point about 1 p.m. the following day. Most of

the out-of-town visitors then were able to make connections that would get them home the same day.

The wheat festival crowd as usual included a representative number of bakery flour buyers. Among them were:

A. G. Hessell, director of purchases, and Fred Pfizenmayer, flour buyer, Continental Baking Co., Rye, N.Y.; C. E. Lair, director of purchases, National Biscuit Co., New York; Steve Vesecky, vice president and flour buyer, and Thomas Creamer, Campbell-Taggart Associated Bakeries, Dallas, Texas; A. W. Koss, vice president and flour buyer, American Bakeries Corp., Chicago; Robert Graves, flour buyer, Kroger Grocery & Baking Co., Cineinnati; Albert H. Clark, flour buyer, Great A&P Tea Co., Minneapolis; Harry Jones and William Dolan, Kelly-Erickson Co., Omaha, flour buyer for Safeway Stores; Robert C. Becker, flour buyer, and L. C. Marnett, C. J. Patterson Co., Kansas City; Ronald Cooper, Cooper Bakeries, Tallahassee, Fla., and Morgan Pennington, Pennington Bros. Bakery, Cincinnati.

Besides representatives of practically every Kansas mill, there were many executives of milling firms from Denver, Oklahoma City, Minneapolis, Omaha, Chicago, Indianapolis, Cincinnati, Knoxville, St. Louis and Kansas City. Many allied firms were represented by executives who came from New York, Chicago and other points.

When the chartered plane arrived at the Dodge City airport, it was met by buses which were escorted through the streets of the city in a cavalcade led by Dodge City Marshal, "Two Gun" Ken House, an ex-Ohioan with a long record of police service and a western costume suitable for any such occasion.

Buses took the visitors to and from their respective hotel and motel lodgings during the two days of the festival. The millers and bakers also got the special deluxe tour of the city, which included visits to the world's largest stocker and feeder cattle auction in progress and one of Dodge City's large cattle feeding lots, as well as spots of historic interest dating back to the days of the western cattle drives to railroad terminal at Dodge City, and the modern residential areas of the city.

There were 38 contestants for the honor of Kansas Wheat Queen. The three bakers who were among the five judges, Robert Becker, C. J. Patterson Co., Kansas City; C. E. Lair, National Biscuit Co., New York, and A. W. Koss, A merican Bakeries Corp., Chicago, had plenty of second guessers among their associates who criticized their ideas of feminine charm. However, the five judges were reported to be in unanimous agreement on the winner, but miles apart on the second and third choices who served as princesses.

The Kansas Wheat Improvement Assn. was host to all the wheat growers and their families at a hot buffet luncheon in the Dodge City auditorium preceding the evening program. A total of 5,012 dinners were served in about an hour and a half, which is a mark of efficiency of the op-

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion, All Want Ads cash with order.

MACHINERY FOR SALE

FOR SALE: Rolls, Sifters, Redressers, Entoleter, St. Regis Packer, Scales, Sewing Machine Motors, Cyclones, etc., as we are dismantling our 600 sack Flour Mill.

HAYDEN FLOUR MILLS, INC. Tecumseh, Michigan

eration, jointly run by three caterers, and of the planning and assistance of the Dodge City Chamber of Commerce, which went all out to see that the service ran smoothly. It was a slick and efficient operation all the way. During the dinner hour, the guests were entertained with a western style square dance exhibition.

Neighborhood Objects To Interstate's New 87-ft. High Sign

BREAD IS THE STAFF OF LIFE

DENVER, COLO.—Interstate Bakeries Corp. erected its new plant on Denver's southeast side without objection but residents now are protesting the 87-ft-high sign which they say "ruins the view of the mountains".

A group of residents has opened a "war of words" against the huge sign advertising Butternut Bread in the 5100 block on E. Evans Ave.

A 13-member neighborhood committee labeled the sign "creeping commercialism." This committee claims it has gathered 600 signatures on petition calling for the sign's removal.

Although bakery spokesmen say they are looking for another location, no definite plans have been made to move the sign. Cost of moving, the firm said, would be about \$25,000. Original cost of the huge, neon-lighted sign was \$60,000.

Keith Starr, bakery manager, said that the neighborhood had been informed of the contemplated sign well in advance. He said a large notice on Evans Ave. made clear to residents that Interstate was seeking a zoning variance with the Arapahoe County Board of Adjustment. The firm received no protests at that time, he said

The committee said the "comfortable" neighborhood had no objection to the bakery itself. But residents fear the real crisis may lie ahead when the neon lights are turned on The lights may shine right through their draperies, they say.

The committee said that if the letter and telephone campaign fails, the group will consider legal action only

25. dd reon. vill .50 for \$7

cerers, nce of Como see It was

r, the west-

cts v

e Bakant on
ut obe proch they
mounened a
ge sign
in the

l comreeping
mittee
natures
gn's re-

en say

ocation, nade to

ng, the \$25,000.

n-light-

er, said

een inign well

otice on esidents zoning County firm retime, he

comfortbjection residents e ahead rned on



That so many bakers are loyal to KELLY'S FAMOUS year in and year out is proof positive that KELLY'S FAMOUS is loyal to principle of top quality all the time. That is the only kind of basis on which a baker can build a permanent bread business, and he can have no better partner in achieving that goal than the goodness of KELLY'S FAMOUS.

The WILLIAM K

HUTCHINSON, KANSAS

Grain Storage 1,600,000 Bus.

Capacity 5,500 Sacks

through the letfails, the tion only



A bride who took a money order to the postoffice to cash it was told she'd have to endorse it. Glaring at the postoffice clerk, she stormed, "My husband is right. He says there is too much red tape connected with everything the government does. What does Uncle Sam think he is—a man of distinction?"

Then, grabbing a pen from the speechless clerk, she wrote across the money order, "I am happy to endorse this product."

Back in his home town after a forty year absence, the retired professor found himself short of cash, and presented his pension check amounting to \$183.33 to the teller at the local bank.

"Sorry, sir," explained the teller, "but we can't cash that for you unless you can get somebody here in town to identify you."

town to identify you."

Which left the professor out on a limb; for the only person in town who would remember him was the old uncle who had lent him \$200 on his departure for the big city forty years ago—and who had never been repaid.

The sales manager of a large national company kept an outline map of the country on the wall behind his desk. In the territory of each of the firm's salesmen was a colored pin bearing a small tag with the man's name.

name.

Sales in Elsworth's area had been few and far between, and the unfortunate sal.sman was being raked over the coals by the sales manager.

"Let me put it to you this way," the boss ended. "I'm not saying that you're in imminent danger of beingfired, but if you'll look carefully at my map, you'll note that I've loosened your pin."

INDEX OF ADVERTISERS

The index of advertisers is provided as a service to readers and advertisers. The publisher does not assume any liability for errors or omissions

. 40	Gooch Milling & Elevator Co	30	North American Plywood	20
21	Heinrich Envelope Co. Hoffmann-La Roche, Inc. Holel Sherman	20 34 36	Novadel Flour Service Division, Wallace & Tiernan Inc Cover	
	Hubbard Milling Co	29 38	Oklahoma Flour Mills Co	22
. 16	Imbs, J. F., Milling Co	20 2 4	Pillsbury Co., The	
. 12	Jaeger, Frank, Milling Co	22	Quaker Oats Co	23
. 25	Kanasa Million Co	27	Red Wing Milling Co	
	Kelly, William, Milling Co. King Midas Flour Mills	51	Runciman Milling Co. Russell-Miller Milling Co.	12
. 12	Kiwi Coders Corp. Knappen Milling Co.	30 22	St. Louis Flour Mills	30
			Standard Brands, Inc	24
. 25	La Grange Mills	20	Star of the West Milling Co	
	Lindsey-Robinson & Co., Inc.	30	Systems Eng. & Mfg. Co	
	L/on & Greenleaf Co., Inc	20	Tennant & Hovt Co	30-
	M ner-Hillard Milling Co	22	Tidewater Grain Co	
. 12	Moore-Lowry Flour Mills, Inc	36	Urban, George, Milling Co	25
	Morrison Milling Co. Morten Milling Co.	33	Wall-Rogalsky Milling Co	22
17	National Yeast Corp.	30		
	New Century Co	52	Wichita Flour Mills, Inc.	
	40 21 21 21 33 2 16 16 12 18 25 20 22 12 13 2 14 15 25 9 12 13 13 14 15 16 17 18 18 18 18 18 18 18 18 18 18	40 Green's Milling Co. 21 He'nrich Envelope Co. 42 Hoffmann-La Roche, Inc. 13 Ho'el Sherman 2 Hubbard Milling Co. Hunte: Milling Co. Hismart-Hincke Milling Co. International Milling Co. Cover Ismert-Hincke Milling Co. Cover Ismert-Hincke Milling Co. 25 Kanzas Milling Co. King M das Flour Milling Co. King Milling Co. Ming Milling Co. Ming Milling Co. Monsanto Chemical Co. More-Lowry Flour Mills, Inc. Morrison Milling Co. Morten Milling Co. Moren Milling Co. National Yeast Corp. Nebraska Grain Improvement Assn. New Century Co.	40 Green's Milling Co. 30	1



The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.

A man came into an employment agency in reply to an advertisement for mechanics. The job paid \$100 a week, but this applicant demanded \$50 more.

"Have you ever done this kind of work before?" asked the interviewer.
"No" replied the job hunter truth-

"No," replied the job hunter truthfully.
"Then how come you want more

than the scale?"
"Why shouldn't I," countered the

applicant. "Work is much harder if you don't know how to do it!"

Two men were reminiscing about the old days. "I was never spanked but once," said one, "and that happened when I was a boy and made the mistake of telling the truth."

The other man digested this information for a moment and then remarked: "Well, Henry, it certainly cured you."

Explaining the worst situation he was ever in, the big game hunter said, "There I was, in quicksand up to my neck. But my brother was worse off."

"How's that?" asked a listener.
"I was standing on his shoulders."

"Your teeth," he sighed, "are like pearls."

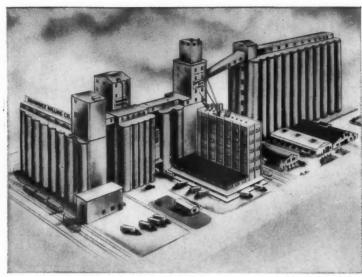
"And how come," she demanded, "you've been looking at Pearl?"

POLAR BEAR FLOUR IS KING



We admit that we are a "conservative" milling company and most of our trade is with "conservative" bakers. POLAR BEAR flour likewise is "conservative," reliable, dependable, sure. We invite the favor of bakers who want no uncertainties about the flour they use.

FOUNDED BY ANDREW J. HUNT-1899



27

12

30

25

unter

d up

lers."

like

nded,

Shawnee Milling Co., Shawnee, Oklahoma
4,500 sacks wheat flour; 1,200 sacks corn meal
250 tons mixed feed; mill elevator storage 2,500,000 bu.



Okeene Milling Co., Okeene, Oklahoma 1,800 sacks wheat flour Mill elevator storage 650,000 bu.

SHAWNEE MILLING COMPANY SCALPS MILLING COSTS

With W&T Flour Treatment

At Shawnee Milling, mill managers control some of their costs with dependable Wallace & Tiernan equipment and processes. They know that quality, cost, and good running time go hand in hand—that they can depend upon W&T to keep its bleaching and maturing processes running—that stoppages won't turn flour into the "dirty" bin for costly reblending.

And Shawnee uses W&T's flour treatment not only for dependability but for performance:

- Dyox® for fresh, sharp chlorine dioxide gas, made as it is used... precisely metered as a gas not a liquid.
- Novadelox® for best color removal, ease of application, consistent results.
- Beta Chlora® machines for pinpoint pH control with one, easily-read setting.

Shawnee Milling Company is only one of the many milling companies using W&T flour treatment. If your mill is not one of these investigate the advantages of Wallace & Tiernan's complete flour service.



 Dyox machine for making and metering chlorine dioxide gas. The gas is immediately available without



Novadelox feeders with blowing arrangement. Note drum of Novadelox bleach in foreground.

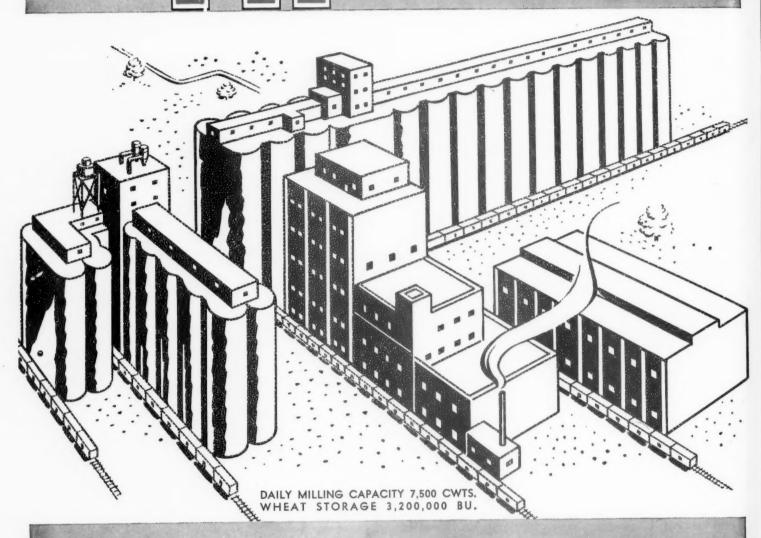


NOVADEL FLOUR SERVICE DIVISION WALLACE & TIERNAN INCORPORATED

25 MAIN STREET, BELLEVILLE 9, NEW JERSEY REPRESENTATIVES IN PRINCIPAL CITIES

N-117.64

"If its milled its good flour"



Quality knows no season in the production of I-H flours. Bakers can rely on the good bread qualities of I-H brands all the time, for these superior flours fully reflect the more costly premium wheats we choose.

The III IIII CKE Milling Company

KANSAS CITY, MISSOURI

